

#	Use Cases	Personas	Importance	Frequency	IxF	Interaction Cost	Page Distance	Other Personas	Your Redesign Interaction Cost
1	Sameeha is an International Student and wants to apply as an undergraduate student at A-level	Prospective Students	Medium	Low	Low	4	4	Parents	1
2	Deanna is a prospective exchange student from the Germany and wants to know how to apply as an Erasmus student	Prospective Students	High	High	High	2	3	Parents	2
3	Jenn is an incoming exchange student from the U.S. and wants to double check she has everything prepared	Prospective Students	High	low	Medium	4	6	Parents	3
4	Ryan wants to know how to apply as a PhD law student	Prospective Students	Medium	Medium	Medium	3	4	current students	1
5	Matt wants to compare scholarships offered to PhD and masters students here and other schools	Prospective Students	High	Medium	Medium	2	3	Donors/Supporters/Alumni	1
6	Kara wants to contact the The Postgraduate Admissions Secretary Department of Politics and International Relations to ask personal questions for applying	Prospective Students	Medium	Low	Low	3	5	current students	2
7	John wants to book a Undergraduate Taster Conference	Prospective Students	High	Low	Low	3	3	Parents	2
8	Madi is a disabilities student and wants to discuss her circumstances with the disabilities office	Prospective Students	High	Low	High	2	3	Parents	3
9	Rodrigo wants to compare the student life here to other universities	Prospective Students	High	Medium	High	2	3	Staff	2
10	Carlo is an international student that doesn't meet the english language requirements for visa	Prospective Students	High	Low	Low	4	2	Staff	3
11	Sarah wants to compare the prestige of the school to other schools, wants to look at past awards/history	Prospective Students	Medium	Low	Medium	3	3	Media/Supporters/Parents	3
12	Jess wants to visit the campus and travel there by bus, she needs directions on how to plan her trip	Prospective Students	Medium	Low	Low	3	3	Parents/current Students/staff	2
13	Azze wants to compare the feeds and funding as an undergraduate student	Prospective Students	High	High	High	2	3	Parents/current students	2

14	Sam wants to find Specific Information about the Medical Biochemistry Degree	Prospective Students	High	Low	Medium	4	5+	Staff	5
15	Eric wants to request a prospectus to find out more about his Biochemistry course he is interested in	Prospective Students	High	Medium	Medium	2	1	Parents	1
16	Bob is interested in the entry requirements for the Management Studies degrees	Prospective Students	Medium	Low	Low	5	4	Parents/current students/Staff	5
17	Derek wants to know more about the university city and the culture	Prospective Students	Medium	Low	Low	5	4	Parents	5
18	Sameeha's parents want to know what the student counselling services they offer	Parent	High	Medium	High	3	4	current students/prosp active students	3
19	Deanna's parents want to know how she can apply for the Disabled Students' Allowance	Parent	High	Low	Medium	4	5	current students/prosp active students	4
20	Jenn's parents are worried that her illness will affect her schooling and want to mitigate the situation	Parent	High	Low	Medium	4	3	current students/prosp active students	4
21	Ryan's single parent wants to know what scholarships are available i.e. Special Support Grant	Parent	High	Low	Medium	4	5	current students/prosp active students	4
22	Vickie's parents want to visit her and want to know where to find the campus map	Parent	High	Medium	High	2	1	current students/prosp active students	2
23	Paul's parents want to know what is happening around campus (campus news)	Parent	Medium	Medium	Medium	3	2	Staff/current students/supporters	2
24	Jenn's parents want to know what the academic calendar is	Parent	High	Medium	High	2	2	Staff/current students	2
25	Winnie's parents want to know if there are programs for parents on campus (i.e. parent's weekends)	Parent	Medium	High	High	3	3	None	2
26	Andrew's parents want to know how to donate money to the school	Parent	High	Medium	High	2	1	Alumni/supporters/staff	3
27	Derek's parents want to know how to get involved on campus	Parent	High	Low	Medium	3	2	Alumni/supporters	2

28	Stephanie's parents want to know if there are resources for parents about having children in college	Parent	High	High	High	1	1	None	3
29	Vickie's parents want to know information about commencement	Parent	High	High	High	1	1	Current students/staff/alumni	1
30	Joe's parents want to know information about admittance rates	Parent	High	High	High	1	1	Prospective students	1
31	Joe's parents want to know the school's mission statement and ideals	Parent	High	High	High	1	1	Prospective students/supporters	1
32	Joe's parents want to know about tuition costs and grants available to them	Parent	High	High	High	1	2	Prospective students	1
33	Winnie's parents want to know what to do in case there is an emergency	Parent	High	Medium	High	4	4	Current students/staff	4
34	Jenn's parents want to know about campus safety	Parent	High	Medium	Medium	4	4	Current students/staff	2
35	Andres wants to seek for graduate research opportunities	Current Student	High	Low	Medium	1	3	Job seekers	2
36	Frederick wants to see what kind of campus event are there for next week	Current Student	Medium	High	Medium	1	2	Staff, alumni, supporters	1
37	Elfreda wants to contact a counselor regarding graduation requirement	Current Student	High	Low	High	2	4	None	2
38	Temika wants to see if there are school holiday next week	Current Student	High	Medium	High	1	2	Staff	1
39	Lorretta wants to register for classes	Current Student	High	Low	High	2	4	None	2
40	Kerry wants to check what time the campus library opens	Current Student	Medium	Medium	Medium	1	2	Staff	1
41	Reva wants to access the personal email account	Current Student	High	High	High	2	2	Staff	2
42	Leoma wants to see if there are on campus part time jobs available for students to apply	Current Student	High	Low	Medium	1	3	None	1
43	Shenna wants to find out where a certain lecture hall is located for her new class	Current Student	High	Low	Medium	1	1	Staff	2
44	Clint wants to know the deadline for paying his school fees	Current Student	High	Low	High	2	3	Parent	1
45	Suzanne wants to login to the online learn site (like Ted)	Current Student	High	High	High	1	1	Staff	1
46	Theodora wants to check on the academic regulations for studnets	Current Student	High	Low	Medium	1	3	None	1

47	Sha wants to book a room for her newly found club's meeting	Current Student	High	Medium	Medium	2	3	None	2
48	Queenie wants to find a student parking for students	Current Student	Medium	Low	Low	4	5+	Prospective Students, parent, staff, alumni	4
49	Cheryl wants to learn about the menu for today's dinning service	Current Student	Low	High	Medium	2	4	Prospective Students	3
50	Aleida wants to see what on campus clubs are aviliable for her to join	Current Student	Low	Low	Low	1	1	Prospective Students	1
51	Jenny who are disabled wants to requeest for extra exam arrangements	Current Student	High	Low	Medium	4	5	Prospective Students with disabilities	4
52	Professor John needs to book a room and some equipment for a teaching session	Staff	High	Low	Low	4	5+	Current Students/Guest Lecturer	5
53	Professor Collins needs IT help because he has difficulty with her computer	Staff	High	Medium	Medium	3	3	Current Students/Guest Lecturer	3
54	Mr. Bob wants to tind out how much staff parking permits are	Staff	High	Low	Low	3	5+	None	3
55	Professor Phillips is a new staff and needs help with setting up his course Blackboard	Staff	High	High	High	2	5	None	2
56	Proessor Romero needs help to see work submitted by students and enter marks and feedback on Gradedcentre	Staff	High	Low	Low	3	5+	Current Students/Guest Lecturer	3
57	Professor Xiao needs to contact HR for an employment issue	Staff	High	Medium	High	2	3	None	2
58	Mrs. Bob wants to propose a new academic program	Staff	Medium	Low	Low	5	3	Prospective Staff	4
59	Mr. Rob wants to cater food for his department's annual event	Staff	Low	Medium	Low	5	3	Current Students	5
60	Professor Chang wants to join a Trade union	Staff	High	High	High	2	3	Prospective Staff	2
61	Professor Beltran wants to receive financial support for her research	Staff	Medium	Medium	Medium	3	3	Prospective Staff/Donors/Businesses	3
62	Professor Miller wants to access/login to her staff email	Staff	High	High	High	1	5	Current Students	1
63	Mr. Black wants to publicize about a department event on the news page	Staff	Low	Low	Low	5	2	Affiliates/Current Students/Businesses	5

64	Professor White wants to know about the Governance of the university	Staff	Low	Low	Low	5	3	Prospective Staff/Prospective Students/current Students	5
65	Professor Blue is going through a rough emotional time and wants to contact staff wellbeing	Staff	High	Low	Medium	4	4	None	3
66	Professor Red is new to the university and doesn't know what steps to take during the first few weeks	Staff	Low	Medium	Low	4	3	Prospective Staff	4
67	Professor Green wants to apply for a different position within the university	Staff	Medium	Low	Medium	4	3	Prospective Staff	4
68	Professor Yellow wants extra help in her new leadership position in the department	Staff	Medium	Low	Low	5	4	Prospective Staff	5
69	Margaret wants to donate money to the school	Alumni+Supporters	High	High	High	1	1	Parents/staff	1
70	Jay wants to know how to get involved on campus (volunteer)	Alumni+Supporters	High	High	High	1	1	Parents	1
71	May wants to know how to connect with other alumni	Alumni+Supporters	High	High	High	1	1	Parents who are alumni	1
72	Jared wants to know about campus news	Alumni+Supporters	High	Medium	High	1	1	Parents/current students	1
73	Michelle wants to know if there are any upcoming events for alumni	Alumni+Supporters	High	High	High	2	1	None	2
74	Bertrand wants to know how the school ranks in terms of academics	Alumni+Supporters	Medium	Medium	Medium	3	3	Parents/current students	3
75	Cindy wants to know how the school ranks in terms of sports/athletics	Alumni+Supporters	Medium	Medium	Medium	3	3	Parents/current students	3
76	Archie wants to know if there are networking opportunities in terms of jobs	Alumni+Supporters	High	High	High	2	3	None	3
77	Bette graduated a long time ago, but wants to visit campus and find a map	Alumni+Supporters	High	Medium	High	1	1	Parents/prospective students/visitors	1
78	Jared wants to know how to keep connected in terms of social media	Alumni+Supporters	Medium	High	Medium	1	1	Parents/current students	1
79	Sally wants to know how to mentor students	Alumni+Supporters	Medium	Low	Low	3	4	Parents	3
80	Nick wants to organize events for connecting with other alumni	Alumni+Supporters	High	Low	Medium	3	3	Parents who are alumni	3
81	I neresia wants to recruit alumni for her company, and wants to find details about career fairs	Alumni+Supporters	High	Low	Medium	4	4	None	4

82	Steve wants to know about the awards the school and its professors have received	Alumni+Supporters	Low	Medium	Low	4	3	Parents/current students	4
83	Linda wants to know about awards other alumni have received	Alumni+Supporters	Low	Medium	Low	4	3	Parents/current students	4
84	Mark is an alumni applying to jobs and needs to request his transcript	Alumni+Supporters	High	Medium	High	3	3	Current students	3
85	Lily just graduated and wants details about receiving her diploma	Alumni+Supporters	High	High	High	2	2	Current students almost graduating	2
86	Gabriel wants to learn more about the Juno mission on Jupiter	Reporter	Low	Low	Low	1	2	Anyone	1
87	Mitsuko wants to follow the University on facebook	Current Student	Low	Low	Low	1	1	Anyone	1
88	Neely wants to check on her engineering professor's background	Current Student	Medium	Low	Low	2	4	None	2
89	Meghan wants to know if there she can declare Japanese as her major	Prospective Students	High	Low	High	1	3	Current students	2
90	Judy wants to know how to contact the police on campus	Current Student	High	Low	High	3	5	Staffs	3
91	Mason wants to know if the campus offers shuttle service for students and staffs	Staff	Medium	Low	Medium	4	5+	Current students	4
92	Hayley wants to give feedback regarding the campus website site	Current Student	Low	Low	Low	4	5+	Anyone	5
93	Kuthe wants to know if she gets any sort of discount as a student of the campus	Current Student	Medium	Low	Medium	1	3	None	1
94	Professor Lilli wants to know the capacity of his assigned lecture hall	Staff	High	Low	High	1	3	None	2
95	Divina wants to request for a prospectus	Prospective Students	High	Low	Medium	1	1	Current students	1
96	Leoma wants to ask the physics department for comments on the CERN Collider	Reporter	High	Low	Medium	1	2	None	1
97	Jaqueline would like to ask the university to conduct a social research on behalf of her company	Market Researcher	High	Low	Medium	1	3	None	1
98	Delaine would like to check out the special collections in possession of the campus' library	Current Student	Low	Low	Low	1	2	Anyone	2
99	Regina would like to find out if she needs to submit GCSE scores to be considered for admission for a major under the School of Management	Prospective Students	High	Low	High	2	3	Current students	4

100	Curt who are an international student is wondering if he needs to take TOEFL exam for getting an advance degree	Prospective Students	High	Low	High	2	4	None	2
101	Delisa who has a full-time job is wondering if she can take part time couse on counseling	Prospective Students	High	Low	High	1	2	None	1
102	Renay would like to check on the graduration rate of the university for economics undergradurate major students	Prospective Students	Medium	Low	High	2	4	Current students	2