User Personas

User Group: Parents

Linda Taylor, Concerned Parent of Prospective Student, not disclosed

Linda is a concerned parent. She knows her son is more concerned about social life than academics and has taken it upon herself to make sure her son makes a well-rounded decision that takes both academics and social life into account. She wants to research the variety of programs offered by the university as she is aware that her son has not put thought into his major. She also wants to view the safety and public transportation at the school to make sure that her son is safe while on campus and can easily get from campus back home for breaks. Finally, she would like to look into internship opportunities so her son can gain some work experience while still in school.

Scenario 1	Scenario Questions
Linda wants to know how her son can travel home during break	What kind of public transportation is offered to students?
User Tasks	**User Steps (current)**
Linda wants to know how her son can travel home during break	1. Enter URL "gsu.edu" 2. Hover over "Students" on top of home page 3. Click on "Parking" under "Student Life" 4. Click on "Transportation

	Services" in navigation bar 5. Select the form of transportation most applicable
Scenario 2	**Scenario Questions**
Linda wants to see what majors are offered for undergraduates at the university	What undergraduate degree programs are available?
User Tasks	**User Steps (current)**
Find list of degree programs	1. Enter URL "gsu.edu" 2. Click on "Academics" in navigation bar 3. Click on "Degrees and Majors" in the left-side menu 4. Scroll down to browse degree programs
Scenario 3	**Scenario Questions**
Linda wants to see what kind of programs exist where her son can gain working experience?	What internships are available for undergraduates?
User Tasks	**User Steps (current)**
Find internship opportunities	1. Enter URL "gsu.edu" 2. Hover over "Students" on top of home page 3. Click on "Career Services" under "Student Life" 4. Click on "Recruiters" in navigation bar 5. Click on "Internships in the left-side menu

User Group: Current Students

Brenda Davis, Current Student, 20

Brenda Davis is the model student as she enters her third-year as an undergraduate. She is excelling in her classes and on track to graduate with honors. Now Brenda is interested in expanding her education outside of the confines of a classroom and is curious about what opportunities exist throughout the university. She also feels as if her social life isn't living up to her expectations due to her dedication to her studies so she wants to find ways to meet more people. Also, Brenda is thinking beyond college and isn't sure if she wants to pursue graduate studies.

Scenario 1	Scenario Questions
Brenda wants to meet more people outside of class, but is not into athletic events	What clubs are available that mix academics and social life?
User Tasks	**User Steps (current)**
Find clubs Brenda would be interested in	1. Enter URL "gsu.edu" 2. Hover over "Students" on top of the home page 3. Click on "Campus Life" under "Student Life" 4. Scroll down and click on the div called "Student Organizations" 5. Under "Browse By Category, click "Academic"

	6. Scroll down to browse the available options
Scenario 2	**Scenario Questions**
Brenda wants to meet people and experience a different culture	What study abroad opportunities exist?
User Tasks	**User Steps (current)**
Find the study abroad page	1. Enter URL "gsu.edu" 2. Hover over "Global Engagement" in the navigation bar 3. Click on "Study Abroad" on the left side of the drop down menu
Scenario 3	**Scenario Questions**
Brenda is interested in continuing her education after graduation	What are the requirements for graduate admission?
User Tasks	**User Steps (current)**
Find graduate admission requirements for pursuing a graduate degree in Education	1. Enter URL "gsu.edu" 2. Hover over "Admissions" in the navigation bar 3. Under "Graduate", click on "College of Education" 4. Scroll down and click on the div titled "Program Application Requirements" 5. Scroll down and click on "Application Materials Required by Master of Education Programs"

User Group: Faculty

Jack Simpson, College Professor, 40

Professor Simpson has been a professor at Georgia State University for a several years and has come quite close to receiving tenure. He received his PHD in Cognitive Science from Boston University and moved to Georgia to continue his passion for teaching. He is married and has two children, where he enjoys travelling with them and going on hikes.

Scenario 1	Scenario Questions
Professor Simpson wants to get a new parking pass for the beginning of the year	How do I renew my parking pass and register my car?
User Tasks	**User Steps (current)**
Find the parking permit webpage	1. Enter URL "gsu.edu" 2. Hover over "Faculty & Staff" on top of the home page 3. Click on "Parking" under "On the Campus" 4. Scroll down and click on the image called "Permits" 5. Under "Permits" at the top left, click "Faculty and Staff Visitor" 6. Scroll down and in the

	second paragraph click on the link "Employee Parking Registration Form"
Scenario 2	**Scenario Questions**
Professor Simpson wants to find some newly published research from GSU and present it to his class	What newly published research from GSU is relevant to my class?
User Tasks	**User Steps (current)**
Find newly published research from GSU	1. Enter URL "gsu.edu" 2. Hover over "Faculty & Staff" on top of the home page 3. Click on "Research" 4. Hover over the "About" tab 5. Click on "Publications" 6. Click on the relevant research article
Scenario 3	**Scenario Questions**
Professor Simpson is interested in what options he has for retirement and what benefits he can receive	What are the retirement options and benefits?
User Tasks	**User Steps (current)**
Find the retirement and benefits page to learn more infomation	1. Enter URL "gsu.edu" 2. Hover over "Faculty & Staff" in the navigation bar 3. Under "Human Resources", click on "Employees" 4. Under the "Benefits" tab click on "Retirees" 5. At the top left, under "Benefits Information" click on the year, i.e. "2014 Retirees Benefits Information" 6. Scroll down and look at the

	relevant information

User Group: Prospective Student

Maria Smith, High School Student, 17

Maria is a current high school student, who is taking a few AP courses and is waiting to hear back from all the schools she has applied to. She is pretty sure that she wants to pursue a degree in Psychology and has heard great things about Georgia State University. She currently lives in California so the move might be a little stressful and she wants to know what housing options are provided, as she may have a friend who will continue their education at GSU as well.

Scenario 1	Scenario Questions
Maria wants to find out more information about housing	What housing opportunities are available and if there is a choice of roommate?
User Tasks	**User Steps (current)**
Find the housing webpage	1. Enter URL "gsu.edu" 2. Hover over "Students" on top of the home page 3. Click on "Housing" under "On the Campus" 4. Hover over the "Campus Living" tab and click on "Applying for Housing"

	5. Click on the "Incoming Freshman" tab
Scenario 2	**Scenario Questions**
Maria wants to apply for financial aid	How do I apply for financial aid?
User Tasks	**User Steps (current)**
Find the financial aid webpage	1. Enter URL "gsu.edu" 2. Hover over "Students" on top of the home page 3. Click on "Financial Aid" 4. At the top left, under "Financial Aid" click on "Applying for Aid" 5. Click on "Undergraduate students" 6. View the paragraph on "Entering Freshman"
Scenario 3	**Scenario Questions**
Maria wants to know what the best course of action to take if she needs to see a doctor or medical emergency on campus	What are the medical options available on campus?
User Tasks	**User Steps (current)**
Find the Student Health Services webpage	1. Enter URL "gsu.edu" 2. Hover over "Students" in the navigation bar 3. Under "Student Life", click on "Health" 4. Click on the "Emergencies" link at the top of the navigation bar

User Group: Alumni

Ralph Lopez, Alumni, 47

Ralph is an old GSU student who graduated several years ago. Ralph studied Computer Science and is looking to reconnect with current students to learn more about what the GSU computer science program offers and if any of them would be interested in any internship offerings that he might have available. He works at a company of about 25 people and they are looking to expand later on in the future. Ralph thought that if he offered students an internship while they are still in school, they could work full time after they graduate.

Scenario 1	Scenario Questions
Ralph wants to view Alumni events being held at GSU	What alumni events are there?
User Tasks	**User Steps (current)**
Find the alumni events/calendar page	1. Enter URL "gsu.edu" 2. Click on the "Alumni" tab 3. Hover over the "Events" tab 4. Click on "Alumni Calendar"
Scenario 2	**Scenario Questions**
Ralph want to give back to GSU and donate	How do I donate money to GSU?
User Tasks	**User Steps (current)**
Find the donation webpage	1. Enter URL "gsu.edu"

	2. Click on the "Alumni" tab 3. Hover over the "GSU Links" tab 4. Click on "Donate to GSU" 5. Scroll down, select the amount you wish to donate 6. Select the area you would like to donate to 7. Click on the "Add donation" button
Scenario 3	**Scenario Questions**
Ralph wants to be able to connect to current students	How can I get in touch with students?
User Tasks	**User Steps (current)**
Find the Student Alumni Association webpage	1. Enter URL "gsu.edu" 2. Click on the "Alumni" tab 3. Hover over the "Student" tab 4. Click on "Student Alumni Association" 5. Hover over the "Join" tab 6. Click on "General Membership"