

University of Louisiana at Lafayette

User Personas and Scenarios Case

Alumna – Kelly

Kelly is a 28 year-old graduate of UL at Lafayette. Overall, her undergraduate experience was enjoyable during her time at the University. Unfortunately, Kelly also developed a small amount of resentment towards the University because the University did not fully allow her to discover her strengths and weaknesses. During her studies at the University, Kelly took a while to figure out what she wanted to do with her life. She later graduated with a degree in Creative Writing. Overall, Kelly felt that the University initially ill-equipped her for the real world after graduation.

Fortunately, time has allowed Kelly to discover what she wanted to do. Kelly now has a great career working for a top notch web design company doing marketing and public relations work. She loves her current job and her degree has made Kelly now realize how much she appreciates the creativity she developed as a writer while she was in college. Since Kelly is so successful, she is now interested in finding ways to help her alma mater. She has a lot of disposable income on hand and would be willing to donate some of her wealth to the University. In addition to her willingness create a financial impact to the University, Kelly also wants to advertise her company to the students at UL. Kelly sees UL as a great source of high-achieving and high work-ethic employees. Thus, Kelly hopes to invest ways through the University in order to benefit her company. One way Kelly hopes to achieve this is by recruiting interns from UL for her company. Another method Kelly hopes to achieve is to advertise her company’s services to the campus – mainly directing her company’s services to ambitious and entrepreneurially minded students. Ultimately, through Kelly’s contribution, Kelly not only wants to create a positive campus impact at UL but also wants to gain the economic and business stability she needs for her company.



Scenario 1: Gifts and Donations to the University

Scenario Event Description:	Scenario Question
Kelly is now settled into her career at her company and has some disposable income that she would like to give to a good cause. After she realized that the skills she learned in her college writing classes are actually useful with her career, she decided that she would like to make a financial contribution to the university.	What is the best way for Kelly to donate money? Will her contributions be tax deductible?

User Tasks/User Solution:	User Steps:
Find out how to donate money in the safest and most responsible manner. Find out if her contributions are tax deductible.	<ol style="list-style-type: none"> 1. Go to "louisiana.edu". 2. Click on "Alumni, Donors, & Friends" 3. Click on "Alumni Association" 4. Discovers unable to contribute through the Alumni Association 5. Actually needs to click below on "Office of Development." 6. Click on "How to make a gift." 7. Read about different donation and gift possibilities. 8. Decide what kinds of gift donors can contribution 9. Click on "Cash Gift." 10. Call UL: Lafayette to give them your credit card number.... (that's pretty bad.)

Scenario 2: Advertising Opportunities

Scenario Event Description:	Scenario Question
Kelly works for a web design company, and she thinks that with all of the fervor surrounding the tech start ups in Silicon Valley, she might be able to get her company some business by advertising to ambitious, entrepreneurially minded students who have ideas for websites or need websites for their future companies.	How can Kelly place an advertisement for her businesses services in the student newspaper at UL: Lafayette and what is the process to do so?

User Tasks/User Solution:	User Steps:
Find ways to advertise her company's talents and services in the student newspaper to students at UL: Lafayette.	<ol style="list-style-type: none"> 1. Go to "louisiana.edu". 2. Click on "Alumni, Donors, & Friends." 3. Click on "Public Relations & News Services." 4. Click on "La Louisiane." 5. Click on "FAQ"

Scenario 3: Undergraduate Career Recruitment

Scenario Event Description:	Scenario Question
Kelly's web design company is looking to hire an intern to handle some administrative work for her company. Additionally, she wants the intern to also help the web development team with less important tasks. One of Kelly's jobs at her company is public relations, which translates into simple recruiting. Kelly would like to hire an intern from her alma mater as a way of giving back to the University.	How can Kelly efficiently recruit a qualified candidate for the internship out of UL: Lafayette?

User Tasks/User Solution:	User Steps:
List the job on the free listing service provided by UL: Lafayette's Career Services Center.	<ol style="list-style-type: none"> 1. Go to "louisiana.edu". 2. Click on "Contact Us". 3. Click on "Career Services". 4. Click on Employers -> Free Job Listing Service. 5. Begin user registration in order to post jobs as a employer. 6. Begin listing available jobs.