University of Louisiana at Lafayette

User Personas and Scenarios Case
Parents and Families – John

John has an 18 year old son, Bobby, who just enrolled at the University of Louisiana, Lafayette. John has been separated from his wife for a few years now. John is currently not his son's primary guardian, but he is going to help Bobby pay for his college education. He is frustrated by the communication problems between Bobby and him. When John asks his son about the costs of college, Bobby just tells him that it's going to cost a lot of money.

Financially, John has a decently-sized modest life savings account, but he's starting to feel a little nervous about his job security in this down economy. Overall, he would describe his financial health as slightly unstable. Unfortunately for John, John never finished college because he got too carried away by the college party scene. He really regrets that he didn't get more involved while he attended college. Because of his past educational background, John not only does feels like he has lost some of his own prospective opportunities, but his job prospects became more extremely limited. John is worried that his son, Bobby, is going to follow him in his footsteps. Bobby was never been too much of a troublemaker; however, he has ADHD which has tremendously impaired him academically in the past.

Scenario 1: Costs and Financial Aid

Scenario Event Description:	Scenario Question
John wants to know exactly how much his son's tuition is going to cost, and whether or not he can afford it. He needs to find out what his financial options are, and whether or not he can qualify for financial aid.	How much is John going to have to pay and does he qualify for financial assistance?

User Tasks/User Solution:	User Steps:
Find out how much tuition costs per year, and find out what the options are for financial assistance.	1. Go to "louisiana.edu". 2. Click "Search" 3. Enter "tuition costs" 4. Click second link: "http://admissions.louisiana.edu/ basics/costs.shtml" (link description: (Estimated Costs Per Year. 2011-2012 (subject to change). based on 12 credit hours. In-State, Out of State, International. Tuition & Fees*, $4864 …) 5. Make note of all the costs 6. Click "financial aid" at the bottom of the link 7. Read through all relevant information using the sub-navigation links.

Scenario 2: Assistance for the Disabled and Physically and Mentally Impaired

Scenario Event Description:	Scenario Question
John is concerned whether Bobby might be discouraged by the rigor of his courses. He worries that John may not complete his college education. As a parent, John wants to make sure that Bobby will have the assistance he needs while attending college.	Are there any programs available to help students with learning disabilities? If so, how much do they cost and how do you enroll your student?

User Tasks/User Solution:	User Steps:
Find out if there are any programs that tutor and support students with learning disabilities. If disability services are available, gather information on the kinds of accommodations that can be rendered through the University. Make sure all accommodations are compliant with the American Disabilities Act. Check if the University's Office for Students with Disabilities has tutoring program free of charge.	1. Go to "louisiana.edu". 2. Click "Prospective Students" 3. Click Office of Disability Services 4. Read the information about services provided 5. Record the workshop dates and send link to Bobby.

Scenario 3: Incoming Student and Parent Welcoming Orientation

Scenario Event Description:	Scenario Question
John is really nervous for Bobby because this is the first time Bobby has ever lived away from home. As a parent, John feels that Bobby's first year in college will make an excellent opportunity for a father-and-son to rekindle their relationship. He would like to help Bobby move to college, but needs a good excuse to do so without being an overbearing parent intruding into his son's next stage of life.	Are there any events that John, as a parent, can attend so that he can be present during the move in process?

User Tasks/User Solution:	User Steps:
Find a list of events that are meant for parents of new students. Find out how much they cost and how to sign up.	8. Go to "louisiana.edu". 9. Click "News" 10. Search through list of News and Events 11. (Hard to find anything) 12. Click "Search" 13. Type: parent events 14. Click second link: (Registration is now available for Spring 2012 Parent Orientation. Check back in February 2012 for Summer & Fall Parent Orientation. Schedule of Events …) 15. Read about parent orientation 16. Note that there is no fee 17. Click "Register for Parent Orientation"