

# University of Louisiana at Lafayette

## User Personas and Scenarios Case

### Prospective Students – Erica

Erica is a 16 year old high school junior. She doesn't really know where she would like to attend college yet, but her parents would like her to stay close to Broussard, LA, the town that they live in. UL keeps sending Erica informational fliers in the mail, so she has decided to check it out. She is interested in studying anthropology and education, but she's not exactly sure what she wants to do yet, and is open to new possibilities. Because she does not want to take out student loans, Erica is particularly interested in learning about scholarship opportunities that are available. She is also extremely sociable, and would like to join a sorority once she gets to college.



### Scenario 1: Offered Programs of Study

Scenario Event Description:	Scenario Question
Erica wants to know what majors UL offers that are related to either education or anthropology. She also wants to make sure that they have lots of options in case she changes her mind.	Does UL have anthropology and education majors? Do they have a good selection of majors?
User Tasks/User Solution:	User Steps:
Find a list of majors that UL offers, and descriptions of the majors.	<ol style="list-style-type: none"><li>1. Go to "louisiana.edu".</li><li>2. Click the "Academics" link found in the top navigation.</li><li>3. Click the "Colleges &amp; Departments - Departments A-Z - Majors A-Z" link found near the top of the page.</li><li>4. Click the "Education" link found under the Degree Programs by College heading to view education majors.</li><li>5. Click on the "Liberal Arts" link found under the Degree Programs by College. Scroll down to the Anthropology and Sociology section to view anthropology majors.</li></ol>

## Scenario 2: Financial Aid and Scholarship Opportunities

Scenario Event Description:	Scenario Question
Erica would like to see what scholarships UL offers.	Does UL offer scholarships? If so, how does one apply for them?

User Tasks/User Solution:	User Steps:
Find information about available scholarships and how to apply.	<ol style="list-style-type: none"><li>1. Go to "louisiana.edu".</li><li>2. Click on the "Student Life" link in the top navigation.</li><li>3. Scroll down to the Financial Aid section and click on "Scholarships".</li><li>4. Click on the "High School Seniors" link.</li><li>5. To view the application, click on the "through this website" link in the Where do you get scholarship applications? section.</li><li>6. To view descriptions of available scholarships, click on the "Click here for a printable flyer" link in the What must I include with my application section?</li></ol>

## Scenario 3: Campus Social Life

Scenario Event Description:	Scenario Question
Erica would like to join a sorority in college. She wants to make sure that UL has a Greek program.	Does UL have a Greek program that includes sororities? Which sororities does it include?

User Tasks/User Solution:	User Steps:
Find information about sororities and Greek life at UL.	<ol style="list-style-type: none"><li>1. Go to "louisiana.edu".</li><li>2. Click on the "Student Life" link in the top navigation.</li><li>3. Scroll down to the Campus Organizations section. Click on the "Greeks" link.</li><li>4. Click on the "Greek Guide" on the side navigation.</li></ol>