Persona #1

* Personal  
  Name: John Brown
* Family

Family Income: $75,000 - $100,000  
Has 2 siblings  
His dad wants him to stay local at a community college for 2 years for lower tuition, but he is open to four year schools as well.

* Work
  + Job title and job description: unemployed currently (student)
  + Education level: In High School
  + Professional associations: National Honor Society
* Financials
  + Salary: N/A
  + Savings: N/A
* Health
  + Health status: Young, very healthy
  + Allergies Mental health: No allergies, no mental health issues
  + Disability/accessibility: N/A
* Geography
  + Nationality: US Citizen, grew up in Prince George’s County
  + Languages: English
  + Goals: Want to a earn a bachelor’s degree within four years, while going to school full-time. He wants to be financially independent after he graduates. He would like to attend school in New York.
  + Frustrations: Has a hard time understanding concepts in his high school math class.
  + Fears, worries, insecurities: He isn’t sure what he wants to major in. Also, not sure what school he thinks he should attend, and which ones he should apply to exactly.
* Interests
  + Habits: He is on track team, and football as well.
  + Interests (hobbies, pets, leisure activities, sports)
* Experience with product
  + Familiarity with product: He hasn’t visited any colleges yet to learn more about them.
  + Level of experience for product: Has visited with high school counselor a few times, and has also done private research online for a few universities in New York
  + Scored a 30 ACT Composite Score on the ACT Test
* Desired Higher Education Institutional Characteristics:   
  1. Wants to attend a school in New York  
  2. Wants to attend a school where his ACT Composite score is at least equal to or higher than the 25th percentile of admitted students at that school, in order to make sure he thinks he has a good chance of getting admitted.  
  3. Prefers to go to a public institution to help reduce the the cost of tuition  
  4. Based on family income level ($75,000 - $100,000), wants to attend a school with out-of-state tuition less than or equal to $26,000

Persona #2

* Personal  
  Name: Mary Jane
* Family

Family Income: $35,000 - $45,000  
her parents both work full-time. She is outgoing and studious, B+ / A student

* Work
  + Job title and job description: works part-time at grocery store nearby as cashier
  + Education level: Senior in High School
  + Professional associations: SGA, Model UN
* Financials
  + Salary: $10.00 / hr at grocery store
  + Savings: N/A, salary goes to family mostly
* Health
  + Health status: Young, very healthy, active
  + Allergies Mental health: No allergies, no mental health issues
  + Disability/accessibility: N/A
* Geography
  + Nationality: Dominican Republic
  + Languages: English and Spanish, fluent in both
  + Goals: She would like to go to school locally to stay near her family.
  + Frustrations: Has a hard time understanding concepts in his high school math class.
  + Fears, worries, insecurities: She isn’t sure what he wants to major in. She thinks that private universities always are most expensive, so is convinced going to a public school is better for her
* Interests
  + Habits: She is on the high school track team
  + Interests (hobbies, pets, leisure activities, sports): N/A
  + Enjoys the the constant happenings and excitement of living near a city, so would not want to go to school in a rural location
* Experience with product
  + Familiarity with product: She hasn’t visited any colleges yet to learn more about them.
  + Level of experience for product: Has visited with high school counselor a few times, and has also done private research online for a few universities in Maryland
  + Time available to learn about product: Limited with work
  + She realizes she will need to take out loans to attend college, even though she thinks she will also earn some scholarships.
  + She really wants a school where a large percentage of students stay enrolled from their 1st year to their 2nd year, as she thinks the Freshman year will be the hardest, and she is anxious about that
* Desired Higher Education Institutional Characteristics:   
  1. Wants to Attend College Locally in DMV area: Maryland, Virginia, or DC  
  2. Prefers to Attend a public university/college

3. Does not want to attend a school in a rural setting

4. Average Retention Rate is 70%+ for full-time, first-time students

Persona #3

Personal  
Name: Marc Lucas Brown

* Family Parent, Married, Two Children, Alice HS Junior, Marc Junior Middle School

Family Income: $65,000 - $70,000

* Work
  + Education level: Graduate Degree
  + Profession: Consultant
* Financials
  + Salary: Bi Weekly for Marc and Wife Delores
  + Savings: moderate, small amount on hand to fund some college expenses
  + Needs Alice to take out loan to cover major tuition cost
* Health
  + Health status: Middle Age and active
  + Allergies Mental health: No allergies, no mental health issues
  + Disability/accessibility: N/A
* Geography
  + Nationality: White
  + Languages: English
  + Goals: Wants Alice to go in state to limit tuition cost but final decision is hers
  + Frustrations: Wants his children to graduate with the least amount of school debt, 15,000 - 25,000
  + Fears, worries, insecurities: Wants to save more for Marc Junior, but help Alice with some school costs
* Interests
  + Habits: Does nature hikes with wife and supports kids extracurricular activities with sports at school
  + Interests (hobbies, pets, leisure activities, sports)
* Experience with product
  + Familiarity with product: He has visited some colleges with Alice both in state and out of state
  + Level of experience for product: Moderate, from personal college experience with him and his wife
  + Time available to learn about product: Yes
* Desired Higher Education Institutional Characteristics:

1. Wants Alice to attend school locally in DMV area (ST\_FIPS\_DESC), (CONT\_DESC)
2. Willing to consider her attending out of state under the right conditions
3. Wants school with lowest tuitions fee in state and out(TUITIONFEE\_IN), (TUITIONFEE\_OUT) state 10-25k per year, and highest earnings (MN\_EARN\_WNE\_P10) , 60-80k

Persona #4

**Personal**  
Name: James Doe

**Family**

* Family Income: $100,000 - $150,000
* Has 1 sibling
* Family wants him to stay near by can be out of state.

**Work**

* Job title and job description: unemployed currently (student)
* Education level: HS Junior
* Professional associations: Eagle Scout

**Financials**

* Salary: N/A
* Savings: N/A

**Health**

* Health status: Young, very healthy
* Allergies Mental health: No allergies, no mental health issues
* Disability/accessibility: N/A

**Geography**

* Nationality: US Citizen, grew up in Prince George’s County
* Languages: English
* Goals: Want to a earn a bachelor’s degree within four years, while going to school full-time.
* Frustrations: Not sure which state he wants to attend college in. Does not want to be too far from home.
* Fears, worries, insecurities: Not sure which program he wants to apply to. May enroll as a non degree declared student.

**Interests**

* Habits: Soccer player and baseball player.
* Interests (hobbies, pets, leisure activities, sports)

**Experience with product**

* Familiarity with product: He hasn’t visited any colleges yet to learn more about them.
* Level of experience for product: Has visited with high school counselor a few times, and has also done private research online for a few universities in New York
* Scored a 30 ACT Composite Score on the ACT Test
* Desired Higher Education Institutional Characteristics:

1. Looking for a public (CONTROL == 1) school in New Jersey or Pennsylvania (ST\_FIPS = 34 | 42)
2. That is located in a small city - locale (LOCALE = 13)
3. Looking for bachelor's degree (HIGHDEG == 3)