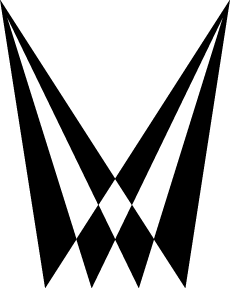
**Name -** Ricky Moylan  
**Descriptor -** Ricky is deeply interested in history and probably will major in it

**Quote -** “Wow I sure do love history! I can’t even decide on what classes to take first.”

**Who is it -** 18; from Berkeley, CA

**What goals -** Ricky wants to discover areas of history that interest him and learn everything he can about them. He likes classes with a focus on reading and seminar style-learning.

**What attitude -** Being that it is a top liberal arts college, Ricky’s expectation is that Carleton is at the forefront of interactive, streamlined, and intuitive class selection. He just wants to think about history, not about how he has to fumble around on the Hub.

**Which behavior -** Like any good member of Gen Z, Ricky is very competent in web navigation. He is accustomed to well laid out, non-buggy websites that do what he wants, when he wants. His primary concern is that he is going to choose the wrong classes and end up hating his first trimester at Carleton, and is entrusting this page to set him up for an enjoyable experience.

**Name -** Jennifer Diaz

**Descriptor -** Jennifer is a mother who’s looking to help their child, Sophia, a prospective student who has been accepted into Carleton, but is still making a college decision.

**Quote -** “I really want to help my child make sure she ends up in the right place, where she won’t feel overwhelmed by the academics but will still feel challenged. I want to search for classes and create a hypothetical schedule, but I am not a very tech-savvy person.”

**Who is it -** 41; from San Antonio, TX; Landscape Designer

**What goals -** Jennifer wants to make sure her daughter is prepared for her first year. She plans to help Sophia find classes that are both interesting to her but will make sure she’s not overwhelmed by a super intense schedule.

**What attitude -** Jennifer expects Carleton to have an easy simple way of viewing and searching for different types of classes. She is already putting a lot of effort into helping her Sophia sample her schedule options for other schools and does not want to be overwhelmed with figuring out how to use the site.

**Which Behavior -** Being from a design industry background, Jennifer really appreciates it when a lot of effort is put into the design of the product or service she is using. It lets her know that they have tailored their product so that the user will have a simple and smooth experience.

**Name -** Christopher Jennings

**Descriptor -** Chris is an academic advisor at Carleton, working to make sure his students take courses that interest them and work towards their major, without overwhelming them.

**Quote - “**Finding the right classes at Carleton can be stressful, but when done right, it’s very rewarding.”

**Who is it -** 65; from Albany, NY; Professor of Chemistry

**What goals -** Chris wants his students to be able to get a full liberal arts education and explore new subjects while still making sure they complete their requirements for their major and graduation.

**What attitude -** Chris likes the class registration tool on the Hub because he’s been using it for so long, but also would like the ability to more easily scan and evaluate classes he’s less familiar with.

**Which behavior -** Chris is pretty tech-savvy, though his eyesight has started to get worse in recent years. He’s a slower browser and decision-maker.

**Name -** Emilio Robinson

**Descriptor -** Emilio is a spring-term junior at Carleton, majoring in Computer Science. He knows for certain what classes he needs to take to fulfill his major requirements, but still has some questions regarding what courses he can take to fulfill his 3 remaining liberal arts requirements. Though he’s committed to CS, he has outside interests, such as 90s alt rock and urban street art.

**Quote -** “Ever since I got here, I’ve been so focused on trying to make sure that I’ve taken the necessary CS credits that I’ve procrastinated fulfilling my liberal arts requirements. I’m in a bind though, because I also have comps to take care of next year, so I don’t want to take anything too ridiculously hard.”

**Who is it -** 21; from Portland, OR; CS Major

**What goals -** Emilio wants to make sure that he’s able to maintain as high of a GPA as possible, while still being able to graduate. He knows that Carleton offers a plethora of interesting classes, but he wants an easy way to see the classes that would best suit his interests.

**What attitude -** Emilio has been through the entire tedium of using the Hub to enroll for classes for the past almost 3 years now. He’s really sick of it, and wishes there were a way for him to just have the computer take his interests and convert them into a manageable schedule, with classes that he’d enjoy while simultaneously allowing him to graduate.

**Which behavior -** As the prototypical Carleton student, Emilio knows how to operate within the Carleton Enroll system, and all of its trial-by-fire nuances. He and his advisor both agree that he needs to be more on-top of making sure he graduates, but his frustration shows whenever he has to use the Hub. As a CS Major, he knows there are better systems out there.