

Age	According to information provided in the UGA Factbook 2019, students enrolled at UGA (total enrollment) ranges from 17–62. Roughly 0.38% of students are 17 and under, 45% are between 18–20, 37% are 21–24, 9.3% are 25–29, 3.9% are 30–34, 1.9% are 35–39, 1.7% are 40–49, 0.66% are 50–61, and 0.19% are 62 and older.
Education Level	As of Fall 2019, numbers provided by UGA shows that 76.7% of enrollment are Undergraduate, and 23.3% are Graduate/Professionals. Around 0.06% of students are in the Honors Program.
Occupation	90.4% students at UGA are Full-time (of which 80% are undergraduate students). 9.6% are Part-time students (of which 44.7% are undergraduate students).
Activities	UGA Recreational Sport 2018–2019 Annual Report indicates that 2,013 participants in Club Sports and 6,391 participants in Intramural Sports. Additionally, they also report 817,060 total student visits, 27,747 overall attendance in group fitness, and 155,693 hours worked by students. UGA Centers for Student Activities and Involvement 2018–2019 Impact reports 733 registered student organizations and approximately 62,000 attendees at events.
Major	The top 5 most enrolled colleges at UGA in Fall 2019 are Arts and Sciences (29.2%), Business (23%), Education (9.9%), Engineering (5.8%), and Journalism and Mass Communication (5.5%)
Disability Status	9.7% of the respondents in the 2016 Campus Climate study indicated they had at least one disability; 11.9% of those with at least one disability had difficulty with UGA websites.
Location	As of Fall 2019, 80.6% of students at UGA are Georgia residents, 14.2% are –non–Georgia residents, and 5.2% are international students.
Access to Internet	In a research study conducted by the University of Minnesota and Educause, the result shows all participants had access to the internet. The research also shows that 81.5% of all participants have access to the internet through either commercial or university networks, and 18.5% use modems. *PAWS–secure and eduroam are available throughout UGA campus and are available to anyone with a valid UGA MyID so every student has equal access to high speed internet while on campus.
Technology Accessibility	Based on a study conducted by the University of Minnesota along with Educause (examining a group of universities of similar size to that of UGA), it is discovered that 93.4% of students own a computer, 70.7% of seniors and 57.1% of freshmen who responded own a personal desktop computer, while 82% of students own a cell phone.
Financial Aid	According to the 2016 Campus Climate study, 59% of the student respondents depended on the HOPE/Zell scholarship to pay for their education, 38.8% relied on loans, 16.2% relied on grants/need based scholarships, 18.5% relied on merit scholarships, and 3.1% relied on work study.

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ABOUT EMMA

Emma is a full-time 3rd-year undergraduate student at UGA. She is tech-savvy, involved with several student organizations, and is a part-time student worker on campus. She generally doesn't like change but is willing to accept the change if it makes her life easier. She also has a disability that sometimes requires her to use the zoom feature to enlarge texts.

EXPERIENCE WITH ATHENA

Emma considers herself an experienced user with Athena, as she generally knows how to clear holds and knows alternative websites that can help her plan classes. She is sometimes frustrated that she has to click through multiple menus/buttons to get to frequently used features as she is extremely busy and every second counts.

HOW/WHEN/WHY

- Uses Athena at start/end of semester with a laptop to:
 - Register/drop classes
 - View class details
 - View financial aid
 - View final grades
- Uses Athena on phone to check her weekly class schedule on-the-go
- Frequently checks if a class she wants has opened spots without joining the waitlist on her phone

EXPECTATIONS/GOALS/DESIRES

- Expects to see if her Double Dawgs grad class pathway has been approved/getting grad credit
- To get into classes that she wants
- Desires a simpler UI
- Expects site navigation to be less redundant & less backtracking required
- Wants integration with a 3rd party site Courseoff for easy planning of classes
- Expects to be able to check her final grade
- Wants to spend less time clicking through menus

EMMA

3rd year Undergraduate Student

AGE

24 years old

MAJOR

BioChem Engineering, Double Dawgs

NEEDS

Ease of access

LIKES

3rd party site Courseoff for planning schedules, ability to access Student Account through Athena

DISLIKES

Athena showing building codes instead of names, needing to click "select a semester" every time, lack of a mobile friendly version

MOTIVATION

Quickly register for classes needed to graduate on time

ACCEPTANCE ON CHANGE

Medium-low

USAGE FREQUENCY

Low

DEVICE PREFERENCES

Laptop/smartphone



LIAM

1st year Undergraduate Student

AGE

18 years old

MAJOR

Accounting

NEEDS

Easy to navigate UI

LIKES

Financial aid page lays out all the scholarships, loans, and grants that are available to him

DISLIKES

Lack of/slow notifications for new bills & academic status, unclear direction on where to find specific information, multiple steps needed to access certain pages, FYOS classes hard to find, lack of titles on list

MOTIVATION

Getting enough financial aid for college and being able to register classes that his advisor planned for him

ACCEPTANCE ON CHANGE

High

USAGE FREQUENCY

Medium

DEVICE PREFERENCES

Laptop

ABOUT LIAM

Liam is a full-time 1st year undergraduate student and is beginning his first semester in college. In fact, he is the first one in his family to attend college. However, Liam is still learning English as his family migrated to the US five years ago and sometimes uses translators to translate the Athena webpage. He accepts changes and can easily adapt to changes.

EXPERIENCE WITH ATHENA

As a freshman, Liam has limited experience with Athena and has average knowledge of technology. He has learned from freshman orientation that he can use Athena to clear holds, register for classes, and check financial aid. Liam's experience with the website is limited to a walkthrough via his advisor's computer as they partially walked Liam through Athena registering for the courses they discussed during his advising appointment.

HOW/WHEN/WHY

- Used Athena a few times to on laptop to check financial aid & registered classes
- Clear holds
- Checks financial aid page frequently
- Uses Athena to check changes in class schedule and plan his classes

EXPECTATIONS/GOALS/DESIRES

- Expects to be able to register for the classes he wants
- Be able to create a plan for his classes
- Expects clear explanations and directions if he encounters an obstacle
- Expects safe menus so he can undo changes while exploring Athena
- Be able to gauge his financial aid status
- Easy access to financial aid, class info, and student account
- Easily plan for classes and know class locations