

Use Cases	Main Persona	Importance	Frequency	I*F	Interaction Cost	Page Distance	Other Personas; I*F	Your Redesign Interaction Cost
1. Mary wants to see how University of Leicester's History program compares to the other schools she is applying to	Prospective Students	High	Medium	High	2	4th	Parent (M)	2
2. Susan wants to know how to apply to the University of Leicester.	Prospective Students	High	High	High	3	3rd	Parent (M)	2
3. Blake is a prospective graduate student who wants to know about what type of research opportunities are available at UL	Prospective Students	High	Medium	High	3	4th		1
4. Derek wants to know how much undergraduate admission is at the University of Leicester.	Prospective Students	High	High	High	3	4th	Parent (H)	2
5. Rodrigo needs to apply for a Visa and wants information on how to do so	Prospective Students	High	Medium	High	3	5th	Parent (L)	1
6. Emma wants to know what the housing is like at the University of Leicester.	Prospective Students	High	High	High	2	3rd	Parent (M)	2
7. Rodrigo wants to know what the English language requirements are at the University of Leicester.	Prospective Students	Low	Low	Low	2	3rd	Parent (L)	2
8. Blake has a disability and wants to make sure that he'll be able to pursue his athletic dreams while attending the University of Leicester	Prospective Students	Low	Low	Low	2	4th	Current Students (L)	2
9. Rodrigo wants to know what requirements must be met in order to apply as an international student at the University of Leicester.	Prospective Students	High	High	High	2	4th	Parent (M)	2
10. James wants to know what campus life is like at the University of Leicester.	Prospective Students	Medium	Medium	Medium	2	4th	Parent (L)	2
11. Sam wants to know what the food is like on campus and where she can get food.	Prospective Students	Low	Medium	Low	3	4th	Parent (L)	3
12. Lucy wants to see what interesting courses are offered at the University of Leicester.	Prospective Students	Medium	Medium	Medium	3	3rd	Current Students (M)	2
13. Miley wants to book an open tour of the University of Leicester's campus.	Prospective Students	High	Medium	High	1	3rd	Parent (H)	1
14. Stephen is interested in field hockey and wants to know if there is an intramural team she can join.	Prospective Students	Low	Medium	Medium	4	4th	Current Students (M)	2
15. Laura wants to keep in shape and wants to know about the fitness facilities offered.	Prospective Students	Medium	Medium	Medium	4	4th	Current Students (M)	2
16. Blake is worried about becoming an alcoholic and wants to be able to seek help from the University of Leicester	Prospective Students	Medium	Low	Low	3	6th	Current Students (M), Faculty/Staff (M)	3
17. May wants to see what scholarships are offered by the University of Leicester	Prospective Students	High	Medium	High	3	5th	Parent (H), Current Students (L)	2
18. Andrew wants to know what the city of Leicester has to offer.	Prospective Students	Medium	Medium	Medium	2	4th	Parent (L), Current Students (M)	3
19. Marlene wants to know about off campus housing options.	Prospective Students	Low	Low	Low	2	3rd	Parent (L)	3
20. Rodrigo wants to know about work opportunities at the University of Leicester	Prospective Students	High	Medium	High	3	4th	Current Student (M)	4
21. Taylor wants to find the application deadline	Prospective Students	High	High	High	3	4th	Parent (H)	2
22. Mr. and Mrs. Swift are from the US and want to know how much the tuition is for an international student at Leicester.	Parent	High	High	High	2	6th	Prospective Students (M)	2
23. Mr. and Mrs. Carter want to know how prestigious the University of Leicester is.	Parent	Low	Medium	Medium	2	3rd	Prospective Students (L)	1
24. Mr. and Mrs. Kaplan want to know about the food options at the University of Leicester.	Parent	Low	Medium	Medium	5	4th	Prospective Students (M), Current Students (L), Faculty/Staff (L)	3
25. Mr. and Mrs. Archibald want to know safety accommodations at the University of Leicester.	Parent	High	High	High	5	5th	Prospective Students (M)	3
26. Mr. and Mrs. Smith want to know about financial aid options at the University of Leicester.	Parent	High	High	High	4	5th	Prospective Students (H)	1
27. Mr. and Mrs. Gomez's child is under 18 and they want to know about any additional steps they must take for him to be admitted.	Parent	Medium	Low	Medium	2	5th	Prospective Students (M)	3
28. Mr. and Mrs. Smith's want to know about parent-oriented events being held at the University of Leicester.	Parent	Medium	Medium	Medium	4	3rd		1
29. Mr. and Mrs. Hastings' child is disabled, and they want to know about accessibility options for disabled students.	Parent	High	Medium	High	3	4th	Prospective Students (M), Current Students (L)	3
30. Mr. and Mrs. Potter want to know what health services are available for students at University of Leicester.	Parent	High	High	High	3	4th	Prospective Students (M), Current Students (M)	2
31. Mr. and Mrs. Montgomery want to know when the billing due dates are.	Parent	High	High	High	5	6th	Current Students (M)	2
32. Mr. and Mrs. Archer want to make a tuition payment online.	Parent	High	High	High	3	4th	Current Students (M)	3
33. Mr. and Mrs. Springer want to know what notable discoveries the University of Leicester has made.	Parent	Low	Low	Low	2	3rd	Prospective Students (M)	2
34. Mr. and Mrs. Green want to know what the town of Leicester is like in terms of safety and raucousness.	Parent	High	Medium	Medium	2	3rd	Prospective Students (M)	3
35. Mr. and Mrs. Downey want to know the duration of their child's course.	Parent	Medium	Medium	Medium	2	5th	Prospective Students (H), Current Students (L)	2
36. Mr. and Mrs. Wilson want to purchase some University of Leicester apparel.	Parent	Medium	Medium	Medium	2	4th	Prospective Students (M), Current Students (H), Alumni (H)	3
37. Mr. and Mrs. Draper are very religious and want to see what churches there are near the University of Leicester	Parent	Medium	Medium	Medium	2	4th	Prospective Students (M), Current Students (M), Faculty/Staff (L)	3
38. Mr. and Mrs. Rhodes want to know the different housing options on and off campus.	Parent	High	Medium	High	2	3rd	Prospective Students (H), Current Students (M)	3
39. Mr. and Mrs. Daniels want directions to get to the University of Leicester.	Parent	Medium	Low	Low	1	2nd	Current Students (L), Prospective Students (L), Faculty/Staff (L)	1
40. Mr. and Mrs. Esquivel want to know the crime rate on campus.	Parent	High	High	High	2	3rd	Prospective Students (M)	1
41. Winston wants to find the current academic calendar so he can plan his holiday plane tickets	Current Student	High	High	High	5	4th		1
42. Tom wants to find where the building for one of his classes is	Current Student	High	Low	High	1	2nd	Faculty/Staff (L)	1
43. Clarence is broke and wants to find out what job opportunities are available on-campus.	Current Student	High	Medium	High	3	4th	Prospective Students (M)	3
44. Susi wants to sign into the student portal to check on her classes.	Current Student	High	Medium	High	1	2nd		1
45. Thomas wants to know how late the library is open because he needs to cram for his exam.	Current Student	Medium	Low	Medium	2	3rd	Faculty/Staff (M)	3
46. Brad wants to know about upcoming events.	Current Student	Medium	Medium	Medium	3	4th	Faculty/Staff (M)	1
47. Daniel wants take a yoga class so he wants to see when/if classes are offered.	Current Student	Medium	Low	Medium	5	5th	Prospective Students (L)	3
48. Craig wants to book a study room in the library.	Current Student	Medium	Medium	Medium	2	4th	Faculty/Staff (L)	4
49. Stephanie wants to find a new place to eat lunch.	Current Student	Low	Low	Low	3	4th	Faculty/Staff (L)	3
50. Rick wants to know how to make an appointment with his academic advisor.	Current Student	High	Low	High	4	4th		3
51. Joey wants to know how long the bookstore is open because he procrastinated on buying his textbooks.	Current Student	Medium	Low	Medium	3	3rd		3
52. Boris wants to join the rugby team so he wants to know who to contact	Current Student	Medium	Medium	Medium	2	5th	Prospective Students (L)	3
53. David wants to know more about where his computer science course is headed.	Current Student	High	Medium	High	3	4th	Prospective Students (M)	2
54. Matthew wants to contact one of his professors about a grade he got on an assignment.	Current Student	Medium	Medium	Medium	2	3rd		3
55. Tristen needs a place to print out his essay so that he can turn it in.	Current Student	Medium	Medium	Medium	2	4th	Faculty/Staff (M)	3
56. Samuel feels his rights are being violated and wants to join the students' union	Current Student	Medium	Low	Medium	2	3rd		4
57. Winston's laptop broke, he wants to know where on campus he can get it fixed.	Current Student	Medium	Low	Medium	4	5th	Faculty/Staff (M)	3
58. Alvin is worried about his career options after graduation so he wants to know how he can get guidance from an expert	Current Student	Medium	Low	Medium	2	3rd	Alumni (M)	3
59. Willow wants to buy a parking permit.	Current Student	High	Low	Medium	5	6th	Faculty/Staff (M)	3
60. Audrey is curious about study abroad opportunities for Leicester students.	Current Student	Medium	Medium	Medium	3	3rd	Prospective Students (M)	3
61. Professor Wood wants to know about faculty parking.	Faculty/Staff	High	High	High	3	6th		3
62. Professor Ramsey wants to access the faculty/staff portal	Faculty/Staff	High	High	High	1	2nd		1
63. Professor Underwood wants to know when to schedule her exam dates.	Faculty/Staff	High	High	High	2	5th		3
64. Professor Hays wants to know what type of benefits they have as a professor.	Faculty/Staff	High	Medium	Medium	4	5th		2
65. Professor Fitzgerald wants to know how to record a lecture.	Faculty/Staff	Medium	Low	Low	3	6th		3
66. Professor Holmes wants to know how she can gather support for her research	Faculty/Staff	Medium	Low	Low	2	4th		3
67. Professor Baer wants to know how she can request materials from the library	Faculty/Staff	Medium	Medium	Medium	4	4th	Current Student (H)	3
68. Professor Fairbanks is pregnant and wants to know the maternity leave procedure at Leicester.	Faculty/Staff	Low	Low	Low	3	6th		3
69. Professor Umbridge is thinking of retiring and would like to know the procedure.	Faculty/Staff	Low	Low	Low	3	6th		3
70. Professor Fitzsimmons wants to know how to book a meeting room.	Faculty/Staff	High	Medium	Medium	3	4th	Current Student (M)	2
71. John is a secretary at the history department and wants to know more about joining a UL recognized trade union	Faculty/Staff	Low	Low	Low	2	5th		2
72. Professor Yoon wants to know how to give online quizzes to her students through Blackboard.	Faculty/Staff	Medium	Medium	Medium	3	6th		3
73. Professor Jacobs wants to know how to access her students' grades.	Faculty/Staff	High	High	High	3	6th		3

74. Professor Jenkins wants to know what types of resources are provided to her as a faculty member.	Faculty/Staff	High	Low	Medium	3	2nd		3
75. Professor Yi has been stressed out lately, so she would like to make an appointment with a Staff Counsellor.	Faculty/Staff	Low	Low	Low	3	3rd		2
76. Professor Umbridge needs a reminder on what significant events are coming up	Faculty/Staff	Medium	Medium	Medium	3	3rd	Current Student (M)	1
77. Jane just got hired as a sanitation engineer and wants to know about the First Day Orientation	Faculty/Staff	Low	Low	Low	2	3rd		2
78. Professor Ord isn't very good at Excel and wants to take a workshop to improve her skills.	Faculty/Staff	Low	Low	Low	2	4th	Current Student (L)	2
79. Professor Umbridge's forgot if there is a university committee meeting this week are so she wants to look up dates	Faculty/Staff	High	Medium	Medium	5	6th		2
80. As a new hiree, Jane wants to know what the pay scale is like for a sanitation engineer.	Faculty/Staff	Medium	Medium	Medium	3	5th		3
81. Andrew wants to know how he can donate to the scholarship fund.	Alumni	High	Low	High	2	4th	Parents (L), Faculty/Staff (L)	2
82. Sandy wants to know how she can book a job recruitment table/timeslot	Alumni	Medium	Low	Medium	5	6th		3
83. Kiera wants to keep up-to-date on the news at University of Leicester and wants to read the latest issue of their Alumni magazine	Alumni	Medium	Medium	Medium	2	4th		2
84. Alex wants to know about Alumni-oriented events at the University of Leicester.	Alumni	Medium	Medium	Medium	3	3rd		2
85. Rachel wants to know how she can volunteer for events at the University of Leicester as an alumni.	Alumni	High	Low	Medium	2	3rd		2
86. Adrian's dog accidentally ate her undergraduate degree so she wants to know how she can replace it	Alumni	High	Low	High	2	3rd		2
87. Kiera wants to attend a reunion for alumni's of the University of Leicester.	Alumni	Medium	Low	Medium	3	3rd		2
88. Nikita wants to connect with other alumni and have other alumni connect with her too	Alumni	Medium	Medium	Medium	3	3rd		2
89. Rose's friend is an alum too and she has done great things post-grad so Kiera wants to nominate her for the Alumni Achievement Award	Alumni	High	Low	Medium	3	4th		3
90. Adriana is currently unemployed so she wants to get alumni career advice.	Alumni	Medium	Low	Medium	3	3rd	Current Student (M), Faculty/Staff (L)	2
91. Randall wants to know about general alumni benefits.	Alumni	High	Medium	Medium	2	3rd	Current Student (L)	3
92. Kiera is thinking of going back to Leicester to get a Master's degree and she wants to know if she gets benefits as an alum	Alumni	High	Medium	High	2	3rd		2
93. Rob wants to know if he can still use the fitness facilities at the University of Leicester as an alumni.	Alumni	Medium	Medium	Medium	3	5th		3
94. Fred wants to know who are some of the notable alumni.	Alumni	Low	Low	Low	3	4th	Prospective Students (L), Parents (L), Current Students (L)	2
95. Kiera wants to know what kind of alumni clubs or organizations she can join.	Alumni	Medium	Medium	Medium	3	3rd		3
96. Leo wants to know what kind of alumni events occurred in the past to gauge what he can do for the future.	Alumni	Medium	Low	Medium	2	3rd		2
97. Penny wants to host a recruitment event for the company he works at.	Alumni	Medium	Medium	Medium	5	6th	Parent (L)	2
98. Andrew wants to know more information about the upcoming alumni dinner.	Alumni	High	Medium	High	2	3rd		2
99. Kyle changed her last name and address, so she wants to update her contact details in the alumni network	Alumni	Medium	Medium	Medium	2	3rd		2
100. Hailey is really proud and wants to know how he can buy a University of Leicester paperweight memorabilia	Alumni	Low	Low	Low	2	4th	Prospective Student (L), Parent (L), Current Student (M)	2
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