**#1. Yoon Cheol Choi (Junior at La Jolla Country Day School, 18 years old)**

Yoon Cheol (left) is a junior year student at La Jolla Day Country School. He is going to write his first SAT in this summer. Plus he has received great enough score from several practice SAT. Now he is seriously looking for colleges that he can be fit with.

Since his elder sister got accepted to NYU, he has heard about living expense and housing in NYC from his sister.

Yoon Cheol really does not want to have trouble with living things in his college life. Thus, he decided to take a look at the University of Louisiana website

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| Scenario 1. | Scenario Question |
| Yoon Cheol wants to know if University of Louisiana offers a good in-campus housing for freshmen. | How many dorm rooms does UL have?  And How much is room fee for one semester. |
| User Tasks | Steps: path through the current UL site. |
| Finding rate of on-campus housing | Enter ‘www.louisiana.edu’  Click on ‘Student Life’  Scroll down to all the way to bottom  Click on ‘Housing’  Click on ‘room and board Rate’ on navigation bar  Click on ‘PDF file named room and board rate (spring2012) |
| Scenario 2. | Scenario Question |
| Yoon Cheol also wanted to know if there is an International Student Association. | Is there an international student association in UL, and how can he join? |
| User Tasks | Steps: path through the current UL site. |
| Finding International Student Association page | Enter ‘www.louisiana.edu’  Click on ‘Student Life’  Scroll down to all the way to bottom  Click on ‘Student Affairs’  Click on ‘International Student’ |

**#2. Martin Johnson (San Diego Mesa College Student, 23 years old)**

Martin Johnson is a sophomore year student at San Diego Mesa College. He was born in Chicago, and raised in Las Vegas. It’s been three years since he moved to San Diego, and he still love living in this beautiful city. Last fall, he applied several different four years colleges to transfer. The school he wants to go the most is UCSD, but the crazily high tuition is his problem. Martin says “since my major is Japanese, I do not need to go to super nice school with that much expensive tuition.” Martin wants to know how much is tuition for each semester at UL, and if there is any study abroad programs in Tokyo, which is offered by UL.

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| Scenario 1. | Scenario Question |
| Martin Johnson wants to know how much the tuition is for student from out-of-state | How much is the out-of-sate tuition? |
| User Tasks | Steps: path through the current UL site. |
| Find tuition | Enter ‘www.louisiana.edu’  Click on ‘Student Life’  Scroll down to all the way to the bottom  Click on ‘bursar/student cashier center’  Click on ‘tuition and fee schedule fore spring 2012 semester’ under FAQ menu |
| Scenario 2. | Scenario Question |
| Since martin Johnson wants to work in Japan as an English teacher, he wants to take some study abroad programs in summer so that he gets to know better. | What kind of study abroad program the UL offers in Japan? |
| User Tasks | Steps: path through the current UL site. |
| Find Study abroad Programs. | Enter ‘www.louisiana.edu’  Click on ‘Student Life’  Click on ‘Study Abroad’  Tried to find Tokyo on the navigation bar menu.  He failed to find any programs in Japan. |

**#3. Sangwoo Kang (working as internship at Qualcomm, 27 years old)**

Sangwoo is working as a full time intern in Qualcomm since last winter. He received his master degree of Electronic Engineering in 2009 at Yunsei university in Korea, and had worked with Samsung Electronics for two and half years before he came to U.S. when he cam to the U.S at the first, he did not really want to live here for good, but now he changed his mind and wants to start his new life. He is kind of seeking to find a good graduate school for his Ph. D in major of Electronic Engineering.

Thus, Sangwoo wants to know if they have good quality graduate school at UL, and also if he can have any chance to get financial aid or scholarship.

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| Scenario 1. | Scenario Question |
| Sangwoo wants to know if there is any great school program for PH.D of electronic engineering because he wants to get a permanent job at Qualcomm or other engineering filed. | Is there a PH.D program of Business or Management science in graduate school of UL? |
| User Tasks | Steps: path through the current UL site. |
| Find graduate school programs | Enter ‘www.louisiana.edu’  Click on ‘Prospective students’  Click on ‘Graduate Students’  Click on ‘doctoral’ button under ‘Graduate programs’ menu  Sangwoo found that UL does not offer any Electronic Engineering doctoral programs, and decided not to go to UL. |

**#4. Biel Lee (sergeant in US NAVY, 25 years old)**



Biel is a sergeant in U.S. NAVY. His base is at Coronado CA, which is just couple miles away from downtown San Diego. When Biel was 18 years, he decided to join a professional soccer team (D.C United) instead of going to college. Since he had serious injury, he retired and joined the Navy. In Navy, he is working as a mechanic that treats aircrafts on the aircraft carrier. Since he joined Navy, he need to study a lot in order to resume his career, thus, he got many certifications, and licenses to repair machines and aircrafts. Now he is thinking to discharge the service in next year, and probably take undergraduate programs in university. He is interested in the filed that he has worked and tried find some information for himself.

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| Scenario 1. | Scenario Question |
| Biel wants to know if there is some kind of benefit for veterans, and if so, he is able to take them. | What kind of veteran benefits UL offers? |
| User Tasks | Steps: path through the current UL site. |
| Find veteran’s benefits in UL | Enter ‘www.louisiana.edu’  Click on ‘Prospective students’  Click on ‘25+ adult student’  Undo to ‘prospect students’ and tried to find ‘veteran’ in a-z index  Click on ‘veterans Upward Bound Program’ |
| Scenario 2. | Scenario Question |
| Since Biel will have served four years in military, he will be able to take the ‘post 9/11 GI bill’ from the government, thus, he is wondering if UL has information about that, and where he need to contact to get support? | Where he need to contact to get the ‘post 9/11 GI bill’ |
| User Tasks | Steps: path through the current UL site. |
| Find information and contact information of ‘veteran financial aid’ | Enter ‘www.louisiana.edu’  Click on ‘Student life’  Click on ‘Types‘ under the financial aid menu  Undo to “student life’ and search ‘9/11 GI bill’ on the search bar  Biel did not get enough information. |

**#5. Jongwon Hong (unemployed since January/2012, 31 years old)**



Jongwon plays with his daughter at his home. He immigrated to the U.S in 2010, and ran a limousine business in San Diego County. In the past days, he was a stage manager in one of the biggest concert hall in Korea. He came to America because he was sick of everyday same cycle, and his wife (Brita Hong) is an American citizen. He had hard time since he came, and when the limousine business was falling, he decided not to own any business again. Jonwon is good at treating stage that includes sound system, visual system. He try to get a position in any kind of filed, thus, he tried to find a job offer on UL website.

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| Scenario 1. | Scenario Question |
| Jongwon is wondering if there is any job offer that he can apply, and what wage he will receive with the position. | Is there any job offer?  If so, what are the conditions? |
| User Tasks | Steps: path through the current UL site. |
| Find job offers | Enter ‘www.louisiana.edu’  Click on ‘faculty & staff’  Click on ‘index a-z’  Click on ‘c’ and found Career planning & placement center  Click on Employers on the navigation bar. |