



Jean S. Ross | The Undecided Major

Quote: "I'm thinking about majoring in Technical Communication or English because English has always been my favorite in school, and I like writing."

Goals

- Decide on a major before she starts her freshman year of college in the fall
- Learn more about different majors
- Gain a better understanding of what technical communication is

Needs

- A clear definition of technical communication
- Images of students enjoying the major
- Career possibilities

Motivation

Social

- Her parents are pressuring her to pick a major before she starts classes
- Some of her classmates already know what they are going to major in

Frustrations

- The website does not seem personal or friendly
- There is no information about what jobs a technical communication major can lead to

Demographic

Age: 17

Gender: female

Location: Des Moines

Education Level: Senior at Roosevelt High School

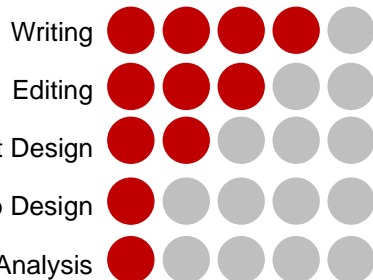
Major: Undecided

Interests

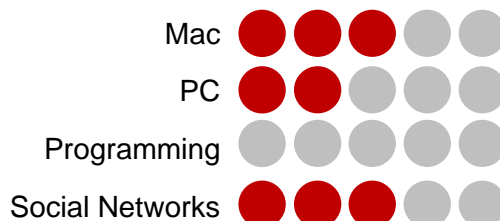
- Writing fiction stories
- Reading fiction and non-fiction
- TikTok

Skills & Knowledge

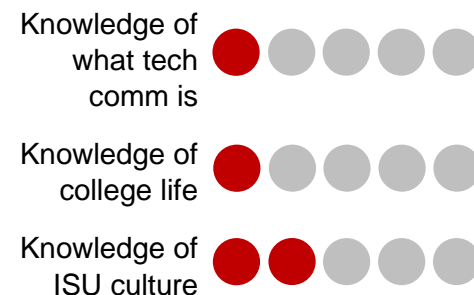
Technical Communication Skills



Technology Skills



Iowa State and Tech Comm



Environment

Technology Devices: iPhone 8, HP Spectre x360 13in

Internet Browsers: Google Chrome, Microsoft Edge, Safari

Internet Speed: Medium to High



Jem Curtiss | The Declared Major

Quote: "I love that my major is a combination of user psychology, design, writing, and computer science."

Goals

- Find Technical Communication related clubs
- Check the 4-year plan to help plan out his remaining 5 semesters

Needs

- A list of which classes are only offered in the fall, only in the spring, or only every other year
- Information about clubs related to technical communication

Motivation

Social

- Wants to meet more people who are also majoring in technical communication

Achievement

- Finalize his 4-year plan

Frustrations

- The very out of date 4-year plans
- The lack of information about Society for Technical Communication
- The lack of information about courses

Demographic

Age: 20

Gender: male

Location: Ames

Education Level: Sophomore at Iowa State University

Major: Technical Communication

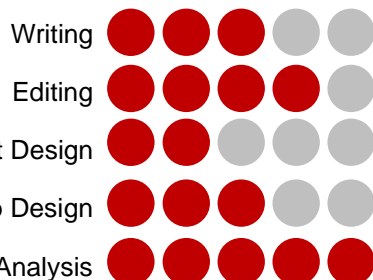
Minor: Computer Science

Interests

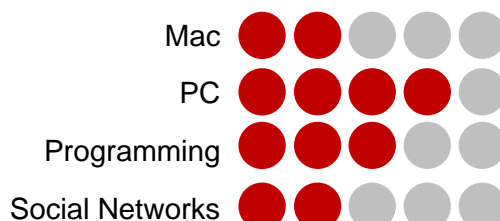
- Web Design
- Read early rhetoric pieces
- Iowa State basketball
- Lists and planning

Skills & Knowledge

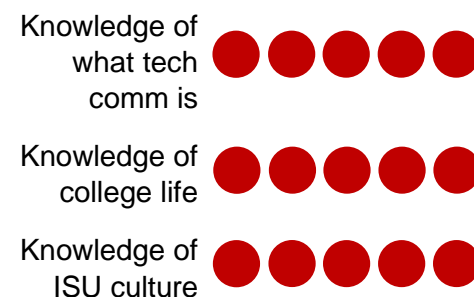
Technical Communication Skills



Technology Skills



Iowa State and Tech Comm



Environment

Technology Devices: Google Pixel 3A, Acer Predator Helios 300

Internet Browsers: Firefox, Google Chrome

Internet Speed: Low to Medium



Maudie East | The Second Major

Quote: "My advisor told me that technical communication major would be a good addition to my English major since I want to become an editor."

Goals

- Wants to become a better editor
- Wants to find courses relevant to editing and audience analysis
- Want to learn how technical communication is relevant to editing

Needs

- A clear definition of technical communication
- Career possibilities

Motivation

Social

- Told by her advisor to investigate the technical communication major

Growth

- Will do anything to learn more about editing and ways to give herself an edge in becoming an editor

Frustrations

- The lack of information about courses
- The lack of information about job outcomes
- Doesn't see how this major is relevant to editing

Demographic

Age: 18

Gender: female

Location: Ames

Education Level: Freshman at Iowa State University

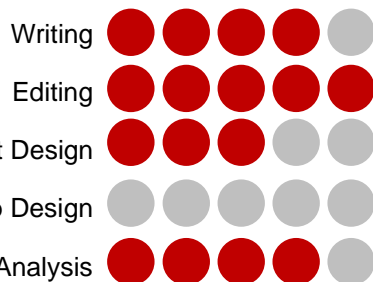
Major: English, (possibly) Technical Communication

Interests

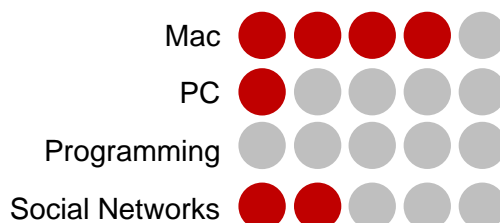
- Editing fiction and non-fiction
- Reading non-fiction
- Writing
- Travel

Skills & Knowledge

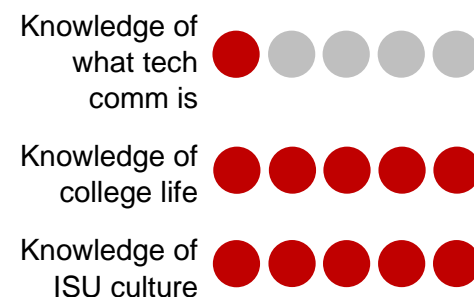
Technical Communication Skills



Technology Skills



Iowa State and Tech Comm



Environment

Technology Devices: iPhone SE, iPad Pro 11inch, MacBook Pro Retina 13.3-inch

Internet Browsers: Safari

Internet Speed: Medium



Atticus Jischke | The Minor

Quote: "After taking English 314, I think that technical communication will be a good addition to my computer science major and will help me document my code better."

Goals

- See which courses are required to get a minor in technical communication
- Confirm the technical communication major is similar to English 314

Needs

- A clear definition of technical communication
- Information about the technical communication minor

Motivation

Growth

- Further his skills in writing and editing
- Learn more about how to write to a specific audience

Frustrations

- The lack of information about the technical side of technical communication
- The lack of information about the minor

Demographic

Age: 21

Gender: male

Location: Ames

Education Level: Junior at Iowa State University

Major: Computer Science

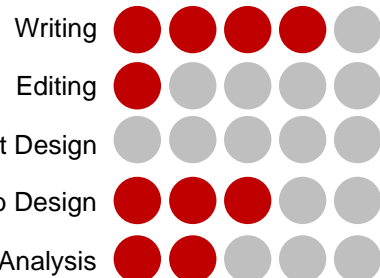
Minor: (possibly) Technical Communication

Interests

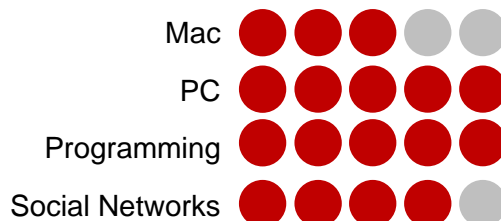
- Machine learning
- Cyber security
- Writing research papers
- Noam Chomsky

Skills & Knowledge

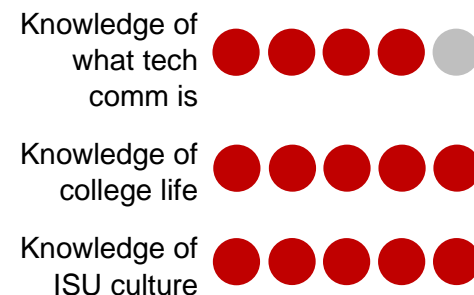
Technical Communication Skills



Technology Skills



Iowa State and Tech Comm



Environment

Technology Devices: Samsung Galaxy S20, Microsoft Surface Laptop Pro 7 15.6in, Insignia NS-19 19inch (for dual monitor)

Internet Browsers: Firefox, DuckDuckGo, Google Chrome

Internet Speed: Medium to High