Persona-Updating Interview Report

Part 1: Participant Recruitment

Recruitment Method:

For this assignment, I recruited **three participants** based on the following criteria:

      1.   **Jenmy**: A **transfer student** from **community college** considering a transfer to a university.

      2.   **Pranav**: A **transfer student** who is actively in the process of transferring to a new university.

      3.   **Yash**: A **current transfer student** at **UNC Charlotte**, pursuing his degree as a transfer student.

I recruited these participants through **university transfer student forums**, **social media groups**, and **LinkedIn**. The criteria for participation included:

      •   **Students currently transferring or recently transferred universities**.

      •   **Students who are familiar with the transfer process and the challenges it entails**.

Participants were recruited through **online platforms** and were offered **small incentives** like **gift cards** for participating in the interviews.

Incentives Offered:

Participants were provided with **gift cards** or **discounts** as a token of appreciation for their time.

Part 2: Informed Consent

Informed Consent Statement:

Before the interviews, I informed the participants that the **interview would be recorded** for analysis, and that their participation would remain **anonymous**. I explained that the purpose of the interview was to **gather insights** into their experiences with transferring to UNC Charlotte, focusing on **admissions**, **credit transfers**, and **financial aid**. Participants were asked to **consent to being recorded** and were assured that their responses would only be used for research purposes.

Part 3: Interview Sessions

Session 1: Jenmy (Transfer Student from Community College)

•   **Summary of Findings:**

Jenmy shared that she struggles with **finding flexible programs** that accommodate her schedule. She also has trouble **navigating the transfer credit system** and finding **financial aid options** for non-traditional students. Jenmy expressed a strong need for **clear, step-by-step guides** and **personalized support** for transfer students.

Session 2: Pranav (Transfer Student)

•   **Summary of Findings:**

Pranav is currently transferring to a new university. He expressed frustration with **unclear deadlines** and **difficulty in finding the right financial aid options**. He highlighted the lack of **transfer-specific resources** on university websites and expressed the need for a **personalized dashboard** showing all steps in the transfer process.

Session 3: Yash (Current Transfer Student at UNC Charlotte)

•   **Summary of Findings:**

Yash, a current transfer student at **UNC Charlotte**, mentioned that he faces difficulties with **credit transfers** and is uncertain whether all his previous coursework will be accepted. He suggested that a more **tailored transfer student orientation** would help newcomers feel more integrated. Additionally, Yash noted that the **financial aid resources** at UNC Charlotte are somewhat difficult to navigate and that clearer explanations for **graduate transfer students** would be helpful.

Part 4: Reflect and Report

What Went Well and What Didn't:

•   **What Went Well:** The interviews went smoothly overall, with participants providing insightful responses to the questions. The interviews helped uncover specific **pain points** related to **financial aid** and **credit transfers**.

•   **What Didn't Work:** Some participants found certain questions **too broad**, and I had to follow up with more specific questions to get detailed responses. Also, some of the participants' frustrations with **website navigation** and **information clarity** were not fully addressed by the original interview questions, which led me to revise some of the questions for better focus.

Unexpected Learnings:

•   One unexpected learning was how much **graduate transfer students** like Yash struggle with finding **clear financial aid guidance** specific to their situation. The information provided by the website is not always relevant to the needs of **graduate-level transfer students**, and they require more **tailored resources**.

• Another key insight was how **community college transfers** like Jenmy feel **disconnected** from the transfer process, often struggling to navigate **credit transfer systems** and find **flexible programs**. More accessible resources dedicated to these students would improve their experience.

Part 5: Revised Interview Instructions

1. **Can you share your story about why you decided to pursue your degree and why you are considering transferring universities?**

2. **What are the main factors influencing your decision to transfer to a new university?**

3. **What challenges have you faced during your transfer process so far, especially related to credit transfers and admissions?**

4. **What do you need most from a university's Admissions & Financial Aid website when thinking about transferring?**

5. **How would you rate the clarity and ease of finding financial aid options for transfer students on the website?**

6. **How important is it for you to have clear information about credit transfer policies and course equivalency guides?**

7. **What features would you find most helpful in a transfer student section on the university website?**

8. **How would you improve the orientation process for transfer students?**

9. **What are your biggest frustrations with navigating university websites during the transfer process?**

10. **How do you feel about the financial aid process at your current university? What improvements would you like to see in terms of clarity and guidance for transfer students?**

Explanation of Changes

The main changes to the interview instructions involved:

• **Clarifying questions** to focus more on **website usability** and **transfer-specific features**, ensuring the responses directly address issues related to navigation, credit transfers, and financial aid.

• **Separating compound questions** to make them clearer and more focused, allowing for more detailed and actionable answers.

- Adding **questions about transfer-specific challenges**, such as credit equivalency, financial aid, and personalized support, to better understand the needs of transfer students.

These changes ensure the interview questions are **targeted**, **relevant**, and aligned with **real user needs** based on feedback from the pilot interviews.

Conclusion

The feedback and insights gathered from these **pilot interviews** have provided valuable perspectives on the **transfer student experience**. The revised interview instructions will help gather more **focused and actionable data**, which will be used to **refine the transfer student persona** and improve the **user experience** for transfer students navigating university websites.

Jenmy.mp3
Pranav.mp3
Yash.mp3