

# TEAM NAMES: ABI OLUKEYE | HRITIKA KUCHERIYA | RAMNAYARAYAN SANKAR

## PERSONA TYPE : CAREER TRANSITION



NAME	Maria Lopez
GENDER	Female
AGE	34
OCCUPATION	Administrative Assistant
LOCATION	Greensboro, NC

## Backstory

Maria has been working in administrative roles for nearly a decade but wants to transition into a career in technology. She is considering returning to college for a degree or certificate program but needs to balance her education with full-time work. She is looking for flexible programs and financial aid options tailored to adult learners.

## Motivations

- Exploring part-time and online degree programs.
- Finding career services and job placement support.
- Learning about financial aid for non-traditional students.

## Ideal experience:

- A section dedicated to adult learners and career changers.
- Information on credit transfer policies.
- A financial aid guide for working professionals.

## Quote

*"I need a program that works with my busy schedule. I don't have time to sort through pages of information to find what applies to me."*

## Frustrations

- Hard to find programs specifically for career changers.
- Unsure if previous college credits can transfer.
- Needs a website that is clear and easy to navigate after work hours.

## PERSONA TYPE : TRANSFER STUDENT



NAME	David Luiz
GENDER	Male
AGE	26
OCCUPATION	R
LOCATION	Austin, TX

## Backstory

David, a dedicated student pursuing his Master's in Cybersecurity at North Carolina State University, is looking to transfer to the University of Texas at Austin to further enhance his academic and professional prospects. With a strong passion for cybersecurity and a keen interest in exploring advanced research opportunities, he believes that UT Austin's rigorous curriculum and esteemed faculty will provide the ideal environment for his growth.

## Motivations

- Pursuit of Academic Excellence
- Financial and Logistical Considerations.
- Wanted Career Advancement.

## Ideal experience

- Clear and Transparent Pathway.
- A financial aid guide for working professionals.

## Quote

*"It Doesn't Matter what others are doing, it matters what you are doing !!"*

## Frustrations

- Credit Transfer Complications.
- Lack of Tailored Orientations.
- Cultural and Campus Change

## PERSONA TYPE : PARENT



**NAME** Sarafina

**GENDER** Female

**AGE** 45

**OCCUPATION** Software Director

**LOCATION** Buffalo, NY

### Quote

*"I really dont have much time but It is really important to me that I dont drop the ball on making sure all the aid my daughter Michelle needs is available. It is so stressful not to know exactly what she is eligible for and how to apply"*

### Backstory

As Sarafina sat down with her computer and the end of a long work day to try to make sense of her financial aid applications for daughter, she was immediately overwhelmed. There are so many terms she doesnt understand and she is not sure which of the forms she needs to fill out. All she wants is to make sure her daughter is not stuck with a lot of debt.

### Motivations

- Ensuring college is affordable for her daughter
- Understanding what all the available options are (loans, grants, work study, etc)
- Find clear step by step instructions for applying
- Get quick answers if she has questions.

### Ideal experience

- A personalize financial aid dashboard showing costs covered by aid vs out of pocket.
- A calculate to try out different scenarios
- A checklist of all actions
- Ability to chat with an expert to get quick answers

### Frustrations

- overwhelmed by all the different acronyms and new terms
- hard to find clear answers on what her daughter is eligible for
- hard to find out what cost will be after all aids are applied