I will use **David Luiz** (the **Transfer Student persona**) for the interview.

Part 1: Interview Instructions

Interview Type

I plan to conduct **semi-structured interviews** for persona updating. This format allows flexibility while ensuring that important themes are explored. By using open-ended questions, I can uncover deeper insights into **David's motivations, frustrations, and specific needs** when considering a transfer to a new university. This aligns with the goal of refining David's persona and ensuring that it is user-focused and data-informed. The semi-structured format will allow me to follow a set of core questions, but also adapt based on responses, providing the opportunity to uncover insights that I might not have anticipated.

Participant Recruiting Method

Participants will be recruited from university forums, social media platforms like LinkedIn, and through outreach to students who have **either recently transferred** or are currently in the process of transferring universities. I will use **targeted ads** and posts in online student groups and transfer student communities. The criteria for participation are:

- Students who are either in the process of transferring universities or have recently done so.
- Students considering universities with **strong Cybersecurity programs**
- I will offer **small incentives** such as **gift cards** or **discounts** for their time and effort in participating.

Interview Duration

The interviews will be approximately **30-45 minutes**. This time frame is sufficient for exploring **David's motivations**, pain points, and goals regarding the transfer process while being respectful of participants' time.

Interview Questions

1. **Can you share your story about why you decided to pursue your Master's in Cybersecurity and why you're now considering transferring to a different university?**
2. **What factors are most important to you when considering a transfer university? Is there something specific about UT Austin that attracted you?**
3. **Can you describe any challenges you've encountered during the application and transfer process so far?**
4. **When you think about transferring, what do you need most from a university's Admissions & Financial Aid website? What information or tools would be helpful to you?**
5. **How do you feel about the financial aid process at your current university? What could be improved?**
6. **What information about credit transfers and course equivalencies would help you make a smoother transition?**

7. **How important is it for you to find clear financial aid options, including scholarships and tuition estimates when navigating a university website?**
8. **What do you wish the university's website provided in terms of orientation for transfer students, and how would you improve this experience?**
9. **Have you used any university websites to apply for transfers before? What aspects did you find helpful, and what frustrated you?**
10. **Do you feel the process of transferring between universities is well-supported? What could make it easier for you to understand?**

Part 2: Persona Selection

The **target persona** for this interview will be **David Luiz**, a **transfer student** seeking to move from UT Austin to UNC Charlotte for his Master's in Cybersecurity.

Part 3: Preparing for Interviews

- **Recording Equipment:** I will use **Zoom** or a **digital recorder** for transcription.
- **Note-Taking Tools:** I will take notes to complement the recorded interview and capture any important follow-up questions.
- **Review Instructions:** I will review the goals and challenges that David faces in the persona to ensure that all interview questions are **relevant and tailored** to his needs.