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Users

This website, Tiger Talk, is a blogging website which mostly services for the people in Dalhousie University in Halifax, Nova Scotia. In this blogging website, most topics are talking about things that happen in the school. Simultaneously, the topics in this blogging website is broad, such as students, study, campus, life, entertainment, opportunities, explore health & wellness and so on. For students, students service can be the first one because it can help for all the students generally. Also, there will be two more categories, new students and international students, because those students may need more help than current students. For study, there will be a category called “academics” for the general academics. Moreover, there will be “study tips” to provide extra help. Students not only want to find help academically, but also want to find help about opportunities for the future career life. Therefore, “opportunities” will include “career & leadership” and “volunteering”. This website can also help staff in the school, such as professors. Because they need to know what students think. In conclusion, this blogging website can provide many kinds of help for different people in this school.

| Users | Personas | Goals |
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| First year student | As a first-year student, he/she might be not familiar about this school and also the official website. He/she wants to know how current students view about this school. | The first-year student goes to tigertalk.com to find more comments about this school. He/she clicks “campus” and “life”. Finally, he/she more information about residence living and socializing in this school. |
| Upper year student | As an upper-year student, he/she might be familiar about something like study or explore here. However, he/she wants to know more about the opportunities here. | The upper-year student goes to tigertalk.com to find the opportunities about career and volunteering. He/she clicks “opportunities” in the navigation bar. Finally, he/she finds some helpful posting to get the opportunities. |

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| Professor | As a professor in this school, he/she need to make a good plan for the courses he/she teaches. Therefore, he/she wants to know what student do want and don't want to get during the lecture. | The professor goes to tigertalk.com to see student's opinions about the courses. He/she clicks "study" and finally he/she receives some likes and dislikes about the courses. This gives him/her idea to make a new plan. |
| Teaching Assistant | As a teaching assistant, or TA in this school, he/she needs to give students more extra helps. However, sometimes he/she does not clearly know how to provide the help with some specific cases. | The teaching assistant, or TA goes to tigertalk.com to see if some articles for academics. He/she sees some articles that talks about study tips. In this case, he/she can combine the study tips and the material he/she helps to a new idea. |