

#	group com	Use Cases	Personas	Importanc
1		Mr. and Mrs. Smith want to know the crime rate on campus	Prospective Parent	Medium
2		Ms. Tamrack wants to know the cost of tuiton	Prospective Parent	High
3		Mr. and Mrs. Doe want to know the rate of undergrad students that graduate	Prospective Parent	Medium
4		Mr. and Mrs. Leed want to tour the school, and need to find the schedule of tours for the summer	Prospective Parent	High
5		Mr. Shi, a single father, wants to know about scholarship opportunities for his child	Prospective Parent	High
6		Mrs. Farber wants to know about language requirements for her daughter looking to study abroad	Prospective Parent	High
7		Mr. and Mrs. Lee want to know what the greatest accomplishments have been within the university	Prospective Parent	Low
8		Mr. Turing wants to see if any big-name professors teach at this college.	Prospective Parent	High
9		Mr. Alan wants to know what majors are offered.	Prospective Parent	High
10		Mr. and Mrs. Joseph want to know how long it will take their daughter to graduate with a science degree.	Prospective Parent	Medium
11		Matthus wants to know how the school will accomodate his son's learning disability	Prospective Parent	High
12		Mr. Barrymore wants to know where the college is.	Current Parent	High
13		Mrs. Maxwell wants to set up an account for direct payments of her child's student account	Current Parent	Medium
14		Mr. Yamamoto wants to know when his son's Winter Break begins and ends.	Current Parent	Medium
15		Ms. McCollen wants to pay for her daughter's distance tuition for this quarter.	Current Parent	High
16		Mrs. Smith wants to know when to pay her daughter's tuition	Current Parent	High
17		Mr. Chen wants to know which hotels are nearby when he visits his daughter	Current Parent	Medium
18		Mr. Thomson wants to know when the next family weekend is, so he can visit his grandson.	Current Parent	Medium
19		Julius wants to know the party	Current Parent	Medium
20		Jackie wants to know the security for her daughter living on the campus	Current Parent	Medium
21		Neely has had a learning disability since childhood, and wants to know how the school will accomodate this	Prospective Student	High
22		Janey wants to see how long it would take for a typical student to graduate	Prospective Student	Medium
23		Jim wants to know if the college has any study abroad programs.	Prospective Student	High
24		John wants to see how Leicester's Computer Science program (his major) compares to the other schools he is app	Prospective Student	High
25		Marcia wants to see what the acceptance rate is for international students	Prospective Student	Medium

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26		Matthew wants to know what the international application process entails	Prospective Student	High
27		Sally wants to see what degrees are offered through the distance learning program	Prospective Student	High
28		Macy wants to know about the social life in college	Prospective Student	High
29		Sapo wants to see what part-time enrollment options there are	Prospective Student	Medium
30		Alan Jr. wants to know what majors are offered	Prospective Student	High
31		Ming Li Shi wants to know about scholarship opportunities	Prospective Student	High
32		Jacob wants to see what on-campus dining is like.	Prospective Student	High
33		Jin wants to know if his major (Biology) is offered, and how much the school focuses on his major	Prospective Student	High
34		Bob wants to find the academic calendar so he can plan his holiday plane tickets	Current Student	High
35		Janie wants to see what events are going on this month within her college	Current Student	Medium
36		Joe wants to see what clubs he can get involved with as a new freshman	Current Student	High
37		Sam wants to see what sports teams have home games this quarter	Current Student	Medium
38		Josie wants to know where she can eat on campus and the hours of dining facilities	Current Student	High
39		Sarah wants to know what rules the university has so she can be current on policy	Current Student	Medium
40		Mike wants to know how the school will accomodate his recently diagnosed learning disability	Current Student	High
41		Naoimi wants to know how to pay her fees	Current Student	High
42		Seth wants to look up a faculty's email to get in touch about research	Current Student	High
43		Nathaniel wants to drop a course.	Current Student	High
44		Jimmy needs to check his academic history.	Current Student	High
45		Jenny wants to see a map of the college	Current Student	High
46		Jennifer wants to sign up for her classes for next quarter.	Current Student	High
47		Jonathan needs to set up an appointment with his academic advisor.	Current Student	High
48		Mike wants see his class schedule	Current Student	High
49		Jacky wants to find an online job application portal	Current Student	High
50		Julia wants to order transcripts	Current Student	High

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51		Jane wants to know if there are organizations on campus that do volunteer work	Current Student	Medium
52		Maple wants to know about tuition differences for switching to part-time enrollment	Current Student	High
53		Mia wants to check out the involvement of her fellow alumni	Alumni	Medium
54		Sareeta wants to get a copy of her transcript for applying to graduate school	Alumni	High
55		Muhammad wants to see what opportunities are available to volunteer	Alumni	Medium
56		Frederica wants to know how the curriculum has changed since she attended.	Alumni	Low
57		Fred wants to see if there's going to be a college reunion event soon	Alumni	Medium
58		Jack wants to know how he can donate to the college	Alumni	High
59		Monica wants to know how her former sorority is doing now	Alumni	Medium
60		Maria wants to get in touch with the cryptography professor she had back in college.	Alumni	High
61		Maxwell wants to support a Neuroscience program through his company, and wants to see how Leicester's progra	Alumni	High
62		Jonathan wants to recruit to his company from his old Alma mater	Alumni	Medium
63		Frederick wants to see if this university has more labs and funding to offer than his current university.	Prospective Faculty	High
64		Maria wants to see what post-doc research positions are open at the university's chemistry department	Prospective Faculty	High
65		Josephine wants to know the process to apply for a teaching position	Prospective Faculty	High
66		Greg wants to know the benefits for employees	Prospective Faculty	High
67		Han wants to know the research programs in the college's psychology department	Prospective Faculty	High
68		Brady wants to know which other professors are involved with the college	Prospective Faculty	Medium
69		Sunny wants to know what current research projects are happening in Geophysics Geology research	Prospective Faculty	High
70		Brandon wants to know future employee job alert	Prospective Faculty	Medium
71		Jackie wants to know childcare information	Prospective Faculty	Medium
72	Juan	Juan wants to know if the campus is smoke free because of his lung cancer treatment	Prospective Faculty	Medium
73		Bill wants to see what other research is being conducted within his physics department	Current Faculty	Medium
74	*keep in mi	John wants to check what room his Biology course is taking place in	Current Faculty	High
75		Barry wants to verify his most recent pay stub online	Current Faculty	High

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76		Lyon wants to see if any students on campus have created a physics-related club, he wants to give support to Phy	Current Faculty	High
77		Sanders wants to know how to list his hours worked	Current Faculty	High
78		Elton wants to know where to eat on campus	Current Faculty	High
79		Jennifer wants to check her reviews from last quarter's students.	Current Faculty	High
80		Jenny wants to know when she will be paid	Current Faculty	High
81		Alex wants know his leave status	Current Faculty	High
82		Juan wants to know the bank and university closure holidays	Current Faculty	Medium
83		Joe wants to donate back \$100,000 to his college, because he is now in a successful position due to his phenome	Donor	Medium
84		Jeff wants to see if the medical sciences department is worthy of his donation.	Donor	High
85		Amhai, an unnecessarily rich individual, wishes to donate to all the universities in his area, and only needs to know	Donor	High
86		Ahmad wants to know how to how the donation money is used	Donor	High
87		Julian wants to know what the college needs to the most	Donor	High
88		Dhruv wants to know how he can get a building named after him	Donor	Medium
89		Maddie, an alumni, wants to donate to the college	Donor	High
90		Madison wants know which research program needs the most donations	Donor	Medium
91		Lenny wants know how to donate his kidney for research to the medical school	Donor	Medium
92		Timothy wants to see how small of a donation can he make	Donor	Medium
93		Mr. Combs wants to research this school's clubs before recommending it to his students.	High School Counselor	Medium
94		Ms. Jefferson wants to know if this university has an [agriculture] department, as she compiles a list of top [agricult	High School Counselor	High
95		Mr. Connoly wants to know about the degree programs available	High School Counselor	High
96		Mr. Jackson wants to know the deadline for his students to apply	High School Counselor	High
97		Mrs. Evans wants to know the diversity of the school	High School Counselor	Medium
98		Ms. Jefferson wants to know the post-grad opportunities given to students	High School Counselor	High
99		Mrs. Berry wants to know how her students can apply	High School Counselor	High
100		Mrs. Gronkowski wants to know if any representatives from the university are visiting his area	High School Counselor	High

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101		Mr. Stafford wants to know what sports programs are available to his students	High School Counselor	High
102		Mrs. Suh wants to know about financial aid opportunities for students	High School Counselor	High

Frequency	IxF	Interaction C	Page Distance	Other Personas	Your Redesign Interaction Cost			
Low	Low	3	3rd level	Current Parent				
High	High	4	4th level	Current Parent				
Medium	Medium	3	2nd level	Prospective Student				
High	High	2	3rd level	Current Student				
Medium	Medium	5	5th level	Prospective Student	**current path: study with us/info for parents/fees and funding/scholarships			
Low	Medium	2	4th level	Current Student				
Low	Low	4	6th level	Current Parent				
Low	Medium	4	2nd level	Current Parent				
High	High	3	4th level	Prospective Student				
Low	Low	5	5th level	Prospective Student				
Low	High	3	4th level	Prospective Student, Current Student				
High	High	3	3rd level	Prospective Parent				
Low	Medium	4	4th level	Prospective Parent				
Low	Medium	2	4th level	Current Student, Prospective Student				
Medium	High	4	5th level	Prospective Parent				
Medium	High	5	6th level	Prospective Parent				
Low	Low	4	5th level	Current Student				
Low	Medium	4	3rd level	Prospective Parent				
Low	Medium	3	3rd level	Prospective parent				
Low	Medium	3	3rd leve	Prospective Parent				
Low	High	3	4th level	Current Student, Prospective Parent				
Low	Low	5	5th level	Prospective Parent				
Medium	Medium	3	3rd level	Current Students				
Medium	High	2	2nd level	Donors				
Low	Low	4	4th level	Prospective Parent				
Medium	High	3	3rd level	Prospective Parent				
Medium	High	5	2nd level	Current Student				
Medium	High	3	3rd level	Current Student				
High	High	2	3rd level	Current Students				
High	High	4	4th level	Current Students				
Medium	High	2	4th level	Current Students				
Medium	High	3	3rd level	Current Students				
High	High	2	5th level	Current Students				

Frequency	IxF	Interaction C	Page Distance	Other Personas	Your Redesign Interaction Cost			
Medium	High	4	4th level	Current Parents				
High	High	3	3rd level	Prospective Students				
Low	High	4	3rd level	Prospective Students				
Medium	Medium	4	4th level	Current Parents				
High	High	2	4th level	Prospective Students				
Low	Medium	3	3rd level	Current Students				
Low	High	3	4th level	Prospective Student, Prospective Parent				
High	High	4	4th level	Current Parents				
Low	Medium	3	4th level	Alumni				
Medium	High	5	2nd level	Prospective Students				
Medium	High	4	5th level	Prospective Students				
Medium	High	2	2nd level	Current Parents				
High	High	3	3rd level	Prospective Students				
Low	Medium	4	4th level	Current Parents				
High	High	2	3rd level	Current Parents				
Medium	High	4	3rd level	current Parents				
Medium	High	3	4th level	Alumni				
High	Medium	3	3rd level	Prospective Students				
Low	Medium	4	4th level	Prospective Student				
Low	Low	3	3rd level	Current Parents				
Medium	High	5	6th level	Current Student	**current path: alumni and supporters/ stay in touch / transcripts and certifications/ click tran			
Low	Medium	4	6th level	Current Student				
Low	Low	4	3rd level	Current Parent				
Medium	Medium	4	2nd level	donor				
High	High	2	5th level	Donor				
Low	Low	2	4th level	Current Student				
Low	Medium	2	4th level	Current Student				
Medium	High	2	2nd level	Donor				
Medium	Medium	3	5th level	Donor				
Medium	Medium	3	3rd level	Current Student				
High	High	3	5th level	Current Student				
Medium	High	4	4th level	Alumni				
High	High	3	5th level	Alumni				

Frequency	IxF	Interaction C	Page Distance	Other Personas	Your Redesign Interaction Cost				
High	High	4	5th level	current Student					
Low	Medium	3	4th level	Alumni					
High	High	2	4th level	Current Student					
Low	Medium	3	5th level	Alumni					
Low	Medium	3	5th level	Current Student					
Low	Medium	3	5th level	Current Student					
Medium	Medium	3	4th level	Alumni					
Low	High	4	3rd level	Prospective Faculty					
Medium	High	3	4th level	Prospective Faculty					
Medium	Medium	2	2nd level	Current Student , Current Parent					
Low	High	3	3rd level	Prospective Faculty					
High	High	3	4th level	Current Student					
Medium	Medium	4	3rd level	Current Student					
Medium	High	3	5th level	Prospective Faculty					
Medium	High	3	4th level	Prospective Faculty					
Low	Medium	3	4th level	Current Student					
Low	Medium	2	5th level	Alumni					
High	High	4	3rd level	Current Student					
Low	High	2	4th level	Current Parent					
High	High	3	4th level	Alumni					
High	High	3	3rd level	Alumni					
Low	Low	4	4th level	Alumni					
High	High	2	5th level	Alumni					
Low	Medium	3	2nd level	Alumni					
Low	Medium	3	6th level	Alumni					
Low	Medium	3	6th level	Alumni					
Medium	Medium	4	4th level	Current Student					
High	High	3	3rd level	Current Student					
High	High	4	3rd level	Prospective Studen					
High	High	2	4th level	Prospective Student, Prospective Parents					
Medium	Medium	4	3rd level	Current Student					
Medium	High	3	4th level	Current Student					
High	High	3	3rd level	Prospective Student, Prospective Parents					

Frequency	IxF	Interaction C	Page Distance	Other Personas	Your Redesign Interaction Cost				
High	High	2	2nd level	Prospective Student					
High	High	3	2nd level	Current Student					
High	High	4	3rd level	Current Student, Prospective Student, Prospective Parents					

