

Personas 1:

Donovan McCloud is a high school senior who just finished his best season in basketball. He was ranked as the best point guard in Atlanta and is looking for scholarships to potential colleges. He comes from a low-income family in a rural part of Atlanta and would be the first generation in his family to go to college. He is considering other schools out of state but there is pressure from his family to go there because the academic program is good and because it's close to home. When he's not practicing long hours for basketball, he volunteers at a local hospital and help patients who are undergoing physical therapies. He wants to pursue a health-related career and has expressed interest in pursuing a degree in biology.



Scenario 1	Scenario Questions
Donovan wants to continue playing basketball in college so he tries to find out more info. about the school basketball team.	Does GSU have a good basketball team?
User's task	User's Steps
Search for school sports teams.	1.Enter URL "www.gsu.edu" 2. Click on the "Athletic" option on the top navigation bar. 3. Go to Sport>Men's>basketball in the athletic home page to view more specific description of the basketball in GSU
Scenario 2	Scenario Questions
Donovan wants to know whether he is qualified for any need- or merit-based financial aids if he goes to GSU.	What types of financial assistance is offered in GSU? Is he eligible for any of the financial aids and scholarship offered?
User's task	User's Steps
Find general info. about financial aid offered in GSU.	1. Enter URL" www.gsu.edu " 2. Go to "Admission" option on the primary navigation bar and click on "Student Financial Services" 3. Click on " Financial Aids" to check out the general need-based financial support offered

	by GSU
Scenario 3	Scenario Questions
Donovan wants to know whether GSU has a good Mechanical Engineering program for undergraduates.	Does GSU have a mechanical engineering program? If so, what are the details of the curriculum?
User's Task	User's steps
Search for undergraduate programs to see what majors and degrees the school is offering.	<ol style="list-style-type: none"> 1. Enter URL "www.GSU.edu" 2. Go to "Academics" option in the primary navigation bar. 2. Select "Undergraduate Degrees and Majors" under "Degree and Majors" tab 3. Look through the long list of undergraduate programs offered in GSU to find Mechanical Engineering.

Persona 2:

Benedette Washington is a freshman in her undergraduate years at Georgia State university. Being a Political Science major, she is currently encountering trouble with her Introduction to Chemistry class and is hoping to drop it before the drop deadline. After burying her head in the books, Benedette likes to go to the nearest dining hall to grab a quick snack. However, it is the first long weekend of the year, and she is unsure whether her favorite dining hall and coffee shop is open. Benedette recently has been thinking of playing tennis as a way to release stress. She played on the varsity team in high school, and she's considering whether she wants to join the club tennis team at GSU.



Scenario 1	Scenario Questions
Benedette wants to know the deadline for dropping classes	What's the deadline to drop classes without "w"
User's Task	User's Steps
Find out the general academic deadlines	<ol style="list-style-type: none"> 1. Enter URL "www.gsu.edu" 2. Mouse over "Academics" 3. Click on "Academic Calendars"

	4. Select the designated academic year PDF file
Scenario 2	Scenario Questions
Benedette wants to get involved in GSU's tennis club	Does GSU has a student tennis sport club?
User's Task	User's Steps
Find out recreation info in GSU	<ol style="list-style-type: none"> 1. Mouse over "Students" tab at top navigation bar 2. Click "Recreation" option. 3. Mouse over "Sports Club" option. 4. Click on "Current Clubs" to check whether tennis is on the list.
Scenario 3	Scenario Questions
Benedette wants to find out the opening hours for dining places on campus over the long weekends	When and which dining places on campus are open?
User's Task	User's Steps
Search for general info. about dining places on campus	<ol style="list-style-type: none"> 1. Mouse over "Students" tap on the top 2. Click on "Dining" option under "Student Life" category 3. Scroll down a little bit and click on "Dining Halls" image 4. Choose a dining hall to view its hours

Persona 3: Susan Carter is a single parent from South Carolina who already has a son studying Business at GSU. She wants to go to the site to check things related to financial aid and tuition and to make sure her son is in a safe environment being that the school is located in a large city. Being that she is from a small town, she is looking for a way to see the culture on campus. She does not know much about the academics there and would like to learn more about it. She also wants to see if there are any opportunities that their son can get from the academic program he's



studying in.

Scenario 1	Scenario Questions
Susan wants to know what the Atlantic City is like and some important demographic statistics and quick facts about the city.	What is the city like? What is the local Atlanta community like?
User's Task	User's Steps
Look for general information about the city where GSU is located	1. Enter URL "www.gsu.edu" 2. Mouse Over "About" on the top navigation bar 3. Click on "Atlanta Connection"
Scenario 2	Scenario Questions
Susan wants to know whether there are promising job opportunities provided by the program her son is currently studying in.	What profession-related events, such as job fairs, are hosted in GSU?
User's Task	User's Steps
Search for career resources under a specific program	1. Enter URL "www.gsu.edu" 2. Mouse over "Academics" 3. Click on "J.Mack Robinson College of Business" 4. Mouse over "Student Resources" 5. Click on " Career Management Center" 6. Click "Career Connection"
Scenario 3	Scenario Questions
Susan wants to know the campus life in GSU and check out the recent safety issues on GSU campus.	Where to find the emergency contact info and the general safety issues on GSU campus?
User's Task	User's Steps
Look for safety-related issues and emergency contact info.	1. Enter URL "www.gsu.edu". 2. Mouse over "Students" on the top 3. Click on "safety and security" under "student life" category

Persona 4:

Frank Machini is an alumnus who graduated from GSU in 1993 with a double major in Studio Art and Art History. He loves the diverse music scene in Atlanta and plays the guitar with a local jazz group. Since graduating he found success first as a freelance artist and then moved on to become an owner of a successful art studio in downtown Atlanta. He feels a large part of his success comes from his experience at GSU's art program and would like to give back as well as check in on the current status of the art programs. He also wants see how is the school basketball team doing now and plans to go to the most recent home game to show his GSU spirit.



Scenario 1	Scenario Questions
Frank wants to know how to make donation to GSU's art program.	How and where to make donation from the GSU site?
User's Task	User's Steps
Make a donation to the art program on GSU site	<ol style="list-style-type: none">1. Enter URL "www.gsu.edu"2. Click on "Giving" option on the top navigation bar3. Mouse over " Give to GSU"4. Click on "College of Arts and Sciences"5. Scroll down and click on " Make a Gift"6. Select the amount of donation, the designated program, and fill out the rest of the info.7. submit the donation form
Scenario 2	Scenario Questions
Frank wants to know what's going on with the art program recently.	What is some recent news about the art program?
User's Task	User's Steps
Find the home page of the art program	<ol style="list-style-type: none">1. Enter URL "www.gsu.edu"2. Mouse over " Academics"3. Scroll down to find the program of interest4. Click on the program name to view more

Scenario 3	Scenario Questions
He wants to buy tickets for the most recent basketball home game in GSU and support the team.	Where and how to buy the tickets online?
User's Task	User's Steps
Buy basketball game tickets on the school site	<ol style="list-style-type: none"> 1. Click on "Athletics" on the top navigation bar. This will take the user to a separate athletics site. 2. Click on "BUY TICKETS" option on the top of the Athletics home page 3. Click on the "Single-game" to view the game schedule and seat availability

Persona 5:

Jorge Koob is a professor and senior researcher at the University of Miami who has a PhD. in Neuroscience and Behavioral Physiology from NYU and currently does research on neurobiology. He enjoys Latin music and is learning to salsa. He wants to do a sabbatical at GSU because he has family close to there and also because he knows that GSU is well-known for research. He feels comfortable looking into GSU because his brother-in-law lives in Atlanta and knows some of the faculty there. He recently saw an article from the neurobiology department at GSU and would like to get more information about the authors. He



He would like to make a visit to their labs in person. He is interested in collaborating on a research project on the topic of the effects of drugs on emotion and would like to see if there has been more work published by other authors on these topics.

Scenario 1	Scenario Questions
Jorge is interested in the one of the ongoing neurobiology research in GSU and would love to know more about the principal investigators.	<p>Who are those researchers?</p> <p>What's their research objectives and recent publications?</p>
User's Tasks	User's Steps
Search through faculty lists in a particular	<ol style="list-style-type: none"> 1. Mouse over "About" on the top navigation

academic domain	bar 2. Click on “ Department A-Z index” 3. Select “Department of Biology” in “B” directory 4. Go to People>Faculty>Full list of Faculty
Scenario 2	Scenario Questions
Jorge wants to see whether he could collaborate with researchers in GSU on a some research projects regarding the effect of drugs on emotion	What are some ongoing researches in GSU related to his research objectives?
User’s Tasks	User’s Steps
Get information on current research in GSU under a particular department	1. Mouse over “About” on the top navigation bar 2. Click on “ Department A-Z index” 3. Select “Department of Biology” in “B” directory 4. Go to Research>Disciplines
Scenario 3	Scenario Questions
Jorge wants to pay a visit to neurobiology research lab in GSU	How to get direction on campus?
User’s Tasks	User’s Steps
Find the direction to a research facility on campus	1. Click on the “campus map” option on the top in the home page 2. Enter the name of the research lab in the search bar