

# **University of Louisiana at Lafayette IA Redesign: User Personas and Scenarios**

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# User Group - Prospective Student



Leslie is finishing up her junior year of high school. She is highly motivated, gets along with everyone, and is cheer captain at her school. She also volunteers at the local food bank and feeds the homeless on the weekends.

Her family travels frequently as her father's job requires him to be stationed at differing locations.

She is the only daughter in her family and has 3 brothers who all went to college out of state. She has been thinking about the application period for colleges, specifically those out of state. She loves her family very much but she also wants to travel and see what other parts of the country have to offer her on her own.

Her cousin Nicole attended UL Lafayette. She has never stepped foot in Louisiana, but UL is one of the top universities on her list to apply to.

She is spending the weekend researching information about UL and the different campuses on UL's website.

<b>Scenario 1</b>	
<p>Leslie entered UL’s URL into her browser. Hoping to find possible major choices, she clicked on “Prospective Students.” After looking around, however, she found nothing useful to her goal. Leslie returned to the home page to start over. She then clicked on “Academics.” This brought her to a list of majors and courses offered at the Louisiana University system; she could browse through these pages to look for prospective majors.</p>	
<b>Scenario Question</b>	
<p>Find majors that at the University of Louisiana at Lafayette</p>	
User Tasks	User Steps (Current)
research prospective majors	<i>- louisiana.edu&gt; academics&gt; Colleges &amp; Departments Colleges &amp; Departments · Departments A - Z · Majors A - Z&gt; browse through listings of all the majors</i>
<b>Scenario 2</b>	
<p>After entering UL’s URL into her browser window, Leslie clicked on the “Prospective Students” link, which brought her to a list of choices regarding the topic. She wanted to see admission information so through this list, she could access this information by selecting “Freshman Students” and then scrolling down to where it is listen in plain text.</p>	
<b>Scenario Question</b>	
<p>Find contact information for the Admissions Office</p>	

User Tasks	User Steps (Current)
Look up admissions office information	- <i>louisiana.edu</i> > <i>Prospective Students</i> > <i>Freshman Students</i> > <i>scroll down to info</i>
<b>Scenario 3</b>	
<p>Leslie wants to pursue her passion for community service in her college career through organizations. She starts off by entering the UL URL into her browser window. She clicks on “Current Students,” then “Student Organization Information.”</p> <p>Leslie landed on the UL Lafayette Student Organizations page and from here can access links that interest her, such as: “Join an Organization”, “Get Involved Video”, and “New Organizations”.</p>	
<b>Scenario Question</b>	
What community service activities and organizations does the university offer	
User Tasks	User Steps (Current)
look for community service, university organization information	- <i>louisiana.edu</i> > <i>Current Students</i> > <i>Student Organization Information</i>

# User Group - Parent



Jose Martinez is a foreign immigrant. He immigrated prior to getting married to an American citizen.

Jose has a weak grasp on English, and thus requires simple vocabulary. Jose has 4 children, and needs financial aid information regarding sending his eldest daughter to college. He is very supportive, but also is concerned about whether or not her education at UL is worth the price.

Since Leslie grew up in a bad neighborhood, Jose would like Leslie to be in a friendlier environment than she was exposed to.

## Scenario 1

As a father who must financially support his daughter throughout her college career, Jose is very concerned about financial aid. After entering the UL main site, he hovers his mouse over "Search" and types in "Financial Aid".

He clicks on the first link, which leads him to the UL financial aid page. Although this webpage has everything he needs, he wishes there was a more efficient way to compare financial aid benefits instead of having to click through countless links.

Scenario Question	
Find which Financial Aid resources are available	
User Tasks	User Steps (Current)
look for financial aid information	- louisiana.edu> Search (top nav bar)> type in "Financial Aid"> click search button> click first link
Scenario 2	
<p>Because he is a very involved parent, Jose wants to know what the UL campus will be like, and if his daughter will thrive in such an environment. He enters the main UL page, then clicks "Prospective Students," then on "Freshman Students". This page has everything he needs to arrange a campus tour, including a link to "Schedule Your Campus Tour" or take a photo tour of the campus.</p>	
Scenario Question	
Find out information regarding campus tours	
User Tasks	User Steps (Current)
look for campus information and tours	- louisiana.edu> Prospective Students> Freshman Students> various links regarding touring

### Scenario 3

Because of his strong concern for his only daughter's safety, Jose wants more information about the safety of the campuses and the communities around them. He wants to be sure that his daughter will be safe in the event of an emergency, like attacks on the campuses and such. He enters the main UL webpage and, after looking around the prospective students page to no avail, goes to the "Current Students" page and sees a link for the police department.

There he reads up on the "Crime Stats" page and is relieved. He is very glad that there have been low crime statistics over the years for UL's students.

### Scenario Question

Find safety information for the ULL campus

User Tasks	User Steps (Current)
look for community/campus safety pages	- louisiana.edu> Current Students> Police (university)

# User Group – Prospective Employee



Kevin is a recent graduate from UL Lafayette, and is looking for a job in the Louisiana University system. He had previously worked in a large graphics design company in Kentucky, but bad work experiences has prompted him to return to his alma mater to look for jobs. Kevin would prefer to stay near the Lafayette area because he is most familiar and comfortable there.

His double major in digital art and sociology gives Kevin a broad range of jobs he could apply to. Though he would like pursue research in digital art, he is open to any other options the schools may offer. Ideally, Kevin would like to find a job that combines his interests in digital art, sociology, painting and culinary arts, but also pays well. He hopes that Lafayette University will offer him that opportunity.



## Scenario 1

Upon first glance, Kevin does not know where to go for information about jobs at UL. After clicking around a few places, he clicks on the “Search” button and types in “Jobs” in the box. After submitting and getting back links, he goes through them and finds one leading the the “Career Services” page at the university. He sees that you can search for job postings but must sign up and have login credentials. Feeling accomplished about finding the job listing page, Kevin decides to call it quits and grab a beer.

## Scenario Question

Find information regarding jobs at the university of Lafayette

### User Tasks

looking for job offerings in the UL system  
(temporary and/or research)

### User Steps (Current)

*> Search > jobs > Career Services*

## Scenario 2

Kevin is interested on how he can get help writing his resume, for a job at his local Walmart. After entering in UL’s URL into his web browser, he clicks “Current Students” and then on “Career Services”. The “resume writing tips” located on this page is exactly what he was looking for.

Scenario Question	
Get help with writing a resume for a job off campus	
User Tasks	User Steps (Current)
Find information regarding resume writing	- <i>louisiana.edu</i> > <i>Current Students</i> > <i>Career Services</i>
Scenario 3	
<p>Kevin understands that there is more to life than just work – he wants to find out more about Campus greek life and where he can find people to party with cause all his friends are busy starting families and working. After entering in the URL into his web browser, Kevin clicks “Current Students” then clicks on “Greeks”.</p> <p>This is exactly what he was looking for. He then proceeds to start adding fraternities on facebook.</p>	
Scenario Question	
Find information about Greek life on ULL’s campus	
User Tasks	User Steps (Current)
look for information about what Greek life is like around ULL	- <i>louisiana.edu</i> > <i>Current Students</i> > <i>Greeks</i>

# User Group - International Student



Suhjeev is an international student from Iran. He came to American after finishing their equivalent of high school and has received his current paperwork to reflect this. He moved to Louisiana to live with his relatives that relocated there some time ago.

Suhjeev aspires to get accepted by a local university and follow his dreams of being a successful businessman. His English is not as proficient as it should be since he is from out of the country.

In his family he is the oldest of 4 siblings, and feels the responsibility to care for his ailing mother. His younger siblings are still in school back in Iran, but he hopes that by finding a steady job, they will be able to focus on their education.

## Scenario 1

Suhjeev knew that there was a lot of complicated paperwork and forms that went along with traveling and living abroad for long periods of time. He wanted to look for a place that would make this long process easier for him. After entering the main UL website, Suhjeev clicked on

“Visitors” and then the “Contact Us” link. From that page, he spots a link for international students that leads to a page dedicated to helping him streamline the process of applying as a foreigner.

### Scenario Question

Find information regarding International Affairs

#### User Tasks

information for international students

#### User Steps (Current)

- *louisiana.edu*> *Visitors*> *Contact Us*>  
*International Students*

### Scenario 2

Though Suhjeev has taken many English language courses, he is barely proficient in the language. He hopes his studies in America will improve his English skills. Because it was so easy to find, looking through the ULL website for English programs took a surprisingly short amount of time.

He first went to the main UL page, and then went to the “International Affairs” page via the “Contact Us” link in the top nav bar. He saw an "Intensive English Program" link and knew this was the right place to start perfecting his English.

### Scenario Question

Find information for international students on English requirements

User Tasks	User Steps (Current)
find an English requirement for attending ULL as an international student	- <i>louisiana.edu</i> > <i>Visitors</i> > <i>Contact Us</i> > <i>International Students</i> > <i>Intensive English Program</i>
<b>Scenario 3</b>	
<p>Suhjeev had made his decision- ULL was the school he wanted to attend. He entered ULL's URL into his web browser and accessed the "International Affairs" page again. He had made his decision to apply to Lafayette, so he clicked the "Undergraduate Program" link under the apply online section.</p> <p>This brought him to the "Admissions and Enrollment Services" page from where he was able to then go forward and create an account to register for the admissions system.</p>	
<b>Scenario Question</b>	
Apply to the University of Louisiana at Lafayette	
User Tasks	User Steps (Current)
Apply to ULL admissions	> <i>international resources</i> > <i>Lafayette's international admissions</i> > <i>how do I obtain a visa to study at UL?</i> > <i>is UL right for you?</i> > <i>cost and financial aid</i> > <i>admission requirements</i> > <i>applying to UL</i>

# User Group – Alumni



Robert is a middle-aged business owner working in the hospitality industry. During a recent business trip to Louisiana, Robert bumped into a few of his old college classmates. These meetings stirred up old memories, and inspired him to take a short vacation back to the state where he received his excellent education.

When he is not out golfing at the country club, Robert can be found zipping around in his many convertible sports cars along his beach front properties.

He has many friends in or around Louisiana but has not been able to keep in touch since they all departed after college.

## Scenario 1

Robert believes strongly in supporting higher education. He believes that the best way to do this is to donate money directly to the schools – and in this case, to his alma mater, ULL. After entering the URL in his window browser, Robert clicks on the “Alumni, Donors, and Friends” link conveniently located on the main home page.

He then clicks on “Alumni Association” and “Annual Fund” located under the join online

section header where he can start the process he seeks.

### Scenario Question

Find a way to donate money to the alumni association at ULL

#### User Tasks

#### User Steps (Current)

Donate some money to the ULL system

- *[louisiana.edu](http://louisiana.edu)*> Alumni, Visitors and Friends> Join Online> Annual Fund

### Scenario 2

When he goes back to visit Lafayette, Louisiana, Robert hopes to keep himself busy by visiting some local attractions in addition to the campus itself. He enters the main ULL page, and clicks on the “Visitors” link. He then clicks on the “Culture” link because he is staying near the Lafayette area and figures that he can visit a museum or festival. Once he has reached this page, he finds all the information he needs.

### Scenario Question

Find information on attractions located around the ULL campus.

#### User Tasks

#### User Steps (Current)

Look up local attractions	- louisiana.edu> Visitors> Area Profile> Culture
<b>Scenario 3</b>	
<p>Bumping into some old classmates brought up many old memories. Robert hopes to be able to find some of his old friends and catch up at a reunion. He types in the ULL URL into his web browser, then clicks on “Alumni, Donors, and Friends”; this time, he is focusing on the Alumni aspect.</p> <p>Robert clicks on “Alumni Association,” then the “Reunions” under the programs and services section header. This brings him to a page where he see information regarding the various reunions that take place on campus.</p>	
<b>Scenario Question</b>	
Find information on alumni reunions at the UL	
<b>User Tasks</b>	<b>User Steps (Current)</b>
Look up information on reunions	- louisiana.edu> Alumni, Visitors and Friends> Alumni Association> Programs and Services> Reunions