



iConsultancy Client Persona: Sam – the Resourceful Program Director at Maryland Department of Housing and Community Development

- **Background:** Renee works at a mid-sized government organization focused on community development. She's busy, mission-driven, and always looking for innovative partnerships to stretch her limited budget. She's heard about iConsultancy from a colleague and is curious about collaborating.
- **Needs:**
 - A professional, no-fuss onboarding experience
 - Concrete examples of what students can deliver
 - Clear communication about timelines and expectations
- **Pain Points:**
 - The current website feels too academic and hard to navigate
 - It's unclear what she needs to provide for a successful partnership
 - She doesn't have time to go back and forth over email for weeks
 - She often finds university partnerships confusing, with unclear timelines and expectations.
- **Behaviors:**
 - Scans the site looking for testimonials and program information
 - Wants to understand quickly if this partnership is worth her time
 - Will likely reach out if the process feels clear and professional
 - She appreciates when there's a step-by-step process laid out for partnerships.
- **Motivations:**

- Solve a real challenge her team is facing
- Build a long-term relationship with iConsultancy for future projects
- Helping students gain experience while getting real support for her organization.



Main Unit (Staff) Persona: John – Program Coordinator at iConsultancy

- **Background:** John coordinates logistics for over 200 projects a year. He needs an efficient system to track partnerships, display past project successes, and support students and clients in one easy-to-manage platform.
- **Needs:**
 - A well-designed website that simplifies partner outreach and onboarding
 - A better way to showcase student work and program impact
 - Efficient communication between faculty, students, and clients
- **Pain Points:**
 - Too much time spent answering repetitive questions
 - No dedicated platform to track or promote successful partnerships
 - Hard to maintain consistent branding and storytelling across platforms
 - The current website doesn't do a good job explaining the process or showcasing outcomes.
- **Behaviors:**
 - Frequently updates content or manages inquiries
 - Looks for tools that reduce manual work
 - Juggles meetings with students, clients, and faculty daily
- **Motivations:**
 - Make the program run smoother and scale effectively

- Create a positive reputation for iConsultancy inside and outside UMD
- Empower students to do real-world work without delays
- A well-designed, accessible website would make his job easier and help scale the program.



Instructional Unit Persona: Dr. Park – the Project Mentor

- **Background:** Dr. Park is a lecturer at the iSchool who advises multiple student capstone teams. She's deeply invested in student growth but often caught between academic goals and client needs.
- **Needs:**
 - Visibility into the client's expectations and project scope
 - Easy-to-access resources and timelines
 - Tools to monitor student progress and provide structured feedback
 - A repository of support materials (communication guidelines, mentorship resources, FAQs)
- **Pain Points:**
 - Unclear client goals lead to mismatched expectations
 - Limited space to showcase student learning outcomes
 - Communication gaps between teams, clients, and faculty
- **Behaviors:**
 - Checks in frequently with student teams
 - Provides feedback to both students and clients
 - Tries to ensure academic integrity while meeting client needs
- **Motivations:**

- Prepare students for professional success
- Strengthen the reputation of the INFO program
- Keep clients engaged and satisfied to maintain partnerships



College Student Persona: Alex – the Curious Capstone Student

- **Background:**

Alex is a senior undergraduate student majoring in Information Science at UMD. He's starting to think about internships and real-world experience, and the Capstone program works with iConsultancy as a hands-on opportunity. He's tech-savvy, career-driven, and always looking for things that give him an edge post-graduation. Now he's browsing the future iConsultancy website to figure out what kind of projects he might work on and what to expect. He's excited but also a little unsure about how everything works.

- **Needs:**

- A clear, student-friendly explanation of what iConsultancy is and how it works
- Details about past student projects/ testimonials (e.g., UX, data analytics, client collaboration) and their impact
- A breakdown of how student teams work with clients
- Reassurance that support and guidance will be available during the program
- A realistic preview of time commitment, structure, and expectations

- **Pain Points:**

- The current info online feels too vague or buried in academic vocabulary
- Can't easily find examples of past student work or program outcomes
- Unsure how much responsibility falls on students versus faculty guidance

- Wants to make a meaningful contribution but isn't sure what skills will be expected
- **Behaviors:**
 - Searches the site for FAQs, student testimonials, and past work
 - Might skim through project timelines or partnership examples to get a better feel
 - Probably asks previous students or advisors what iConsultancy's program is like
 - Looks for indicators of whether this experience will help with job applications
- **Motivations:**
 - Wants to work on a real-world project that makes his resume stand out
 - Hopes to build practical skills in UX, data, or project collaboration
 - Curious about working with actual clients in a professional setting
 - Looking for clarity, confidence, and a sense of direction before diving into this program
 - Get a sense of community and mentorship beyond the classroom