# Personas

**Michael Brooks - Student:**

Michael is a 21 year old university student. He is currently taking Economics at the University of Victoria. Since he is experienced with technology, Michael spends most of his time studying using his computer instead of the print materials he was required to purchase. He discovered during his first few years that the price of these textbooks and materials were quite expensive, given how little he used them. Since then Michael has stopped buying his textbooks from the university bookstore. He instead finds free online PDF copies of his books when possible, or purchases access to a digital PDF copy directly from the publisher when needed. Because of this, Michael has accumulated a large amount of PDF textbook files that he feels could be quite helpful to many other students in the same position he is. Michael wants a way to be able to share these resources with his fellow students.

**Rachel Wayne - Textbook Publisher:**

Rachel is 35 years old. She has always been a big believer in the value of learning and the importance of getting a strong education. When she went to university, she wanted to find a way to share her passion with others. This led to her graduating from the University of Calgary with a Bachelors of Education. For years she was a passionate teacher, but she still desired to have a bigger impact on the education system as a whole. When an opportunity came for her to work at Pearson Education, she jumped at the chance. At Pearson, she works with publishing to find more accessible ways to put their materials in the hands of students everywhere. For years her biggest concern has been the cost of production. Textbooks had become more and more unaffordable to students in an already difficult financial position. So in 2019 when Pearson announced they were going to begin phasing out publishing of their printed texts, she could not have been prouder to be a part of this process. She is now tasked with finding an affordable method for publishing their materials online in a way that is easy and affordable for students.

**Dr. George Harrison - Professor:**

Dr. Harrison is a 60 year-old English Professor at the University of Victoria. He teaches medieval literature, and history of poetry in the 18th century, but he particularly loves analyzing writing through a historical lens. He wrote his dissertation on historic symbolism from Shakespeare's The Comedy of Errors, and is particularly proud of the fact that he hand wrote his entire dissertation.

In 2002, he wrote a textbook for his course on medieval literature because he was tired of having to recommend multiple textbooks to cover all the necessary information. He wrote this textbook with Microsoft Word 2000, and reluctantly will admit that it was faster than handwriting. Since then, he has accumulated lots of experience with document editing software, mostly newer versions of Microsoft Word. He uses this to write his own material and since becoming more aware of the environmental impact of paper, also uses it to grade student's work rather than have them give physical copies.

In 2005, Dr. Harrison decided to establish himself in the world of the internet and had the information technology worker for the humanities department create a personal website for him, hosted on a UVIC web server. He edits the page using an HTML document that he re-uploads to the server using Cyberduck software, as changes are necessary. He currently provides access to his textbook as a hyperlink on this website.

Although comfortable with his own simple website, Dr. Harrison finds the interfaces for Academic publisher's websites confusing. He struggles to find papers and textbooks online through these search engines, but doesn't trust other websites to have legitimate material.

George's goal is to forgo these difficult interfaces. He wants to provide greater access to his textbook, because his own site doesn't have much traffic, and also search for other material more easily.

**Hannah Stewart - Student:**

Hannah Stewart is a second year biology student from Canmore, Alberta. She chose to attend University of Victoria because of its strong marine biology program, and affiliation with the Bamfield Marine Sciences Center. Hannah lived in a one-person dorm room her first year, and is now living with roommates for the first time in a home near Cadboro Bay. She is paying for herself using financial support from UVIC, and with student loans from her bank. After paying for tuition and rent, she has a limited budget left for groceries and textbooks.

Hannah was very keen her first year, and spent over $700 on textbooks, which she cannot afford to do again this year. She borrows textbooks from others when she can, and tries to take them out from the UVIC library as well. However, the library loans are only temporary and during exam season they are almost impossible to take out. When she has to, Hannah resorts to looking for her textbooks online. She uses social media sites often, and played lots of flash games as a child, but doesn't have a lot of experience with advanced searches. She struggles to find the textbooks she's looking for, and if she does she's unsure of the source, but she takes the chance and downloads it anyways to save money.

Hannah's goals are to save money by accessing free textbooks. She wants to do so in a safe and easy manner, because she has enough other things to worry about without thinking about cyber security.

# Scenarios

## Scenario 1 - Dr. George Harrison wants to share his textbook, and find other resources for his class:

Dr. Harrison visits the Open-eText site for the first time after hearing of its capability to share online textbooks and serve as a resource for content. First he decides to try uploading his textbook so he registers for an account which is required for all uploaders. When signing up he enters his name, school email address and the name of the school he's associated with: the University of Victoria. Since he's also a UVic faculty member, he opts to enter additional information about his employment status to be granted an account as a verified academic source. Once all his information is entered and verified he now has access to uploading files and finds the option to do so. When uploading, Open-eText presents him with a page that allows him to either browse the computer for files or drag and drop a file into the window. Dr. Harrison selects the file on his desktop. Once the file is selected, Dr. Harrison is presented with a form to fill in the relevant metadata such as the author, subject matter, synopsis, and date it was published. Once the metadata has been filled to his liking, he uploads his textbook. As Dr. Harrison has a verified academic source account, the book is uploaded instantly and is immediately available to be viewed in a product page on Open-eText. After uploading his textbook, Dr. Harrison browses the catalogue of resources on Open-eText for materials relevant to his medieval literature course. After performing a

search he finds some articles about subjects he intends to do lessons on as well as some concise study guide he thinks will help his students study for a midterm. He incorporates these texts in his lesson plan. Come the new semester, he supplies his students with a list of Open-eText links for them to download all the relevant readings and study guides for the course, including his own textbook. This allows his students to easily access his curated content and gives Dr. Harrison a sense of security knowing his students have easy access to the materials from a reputable source.
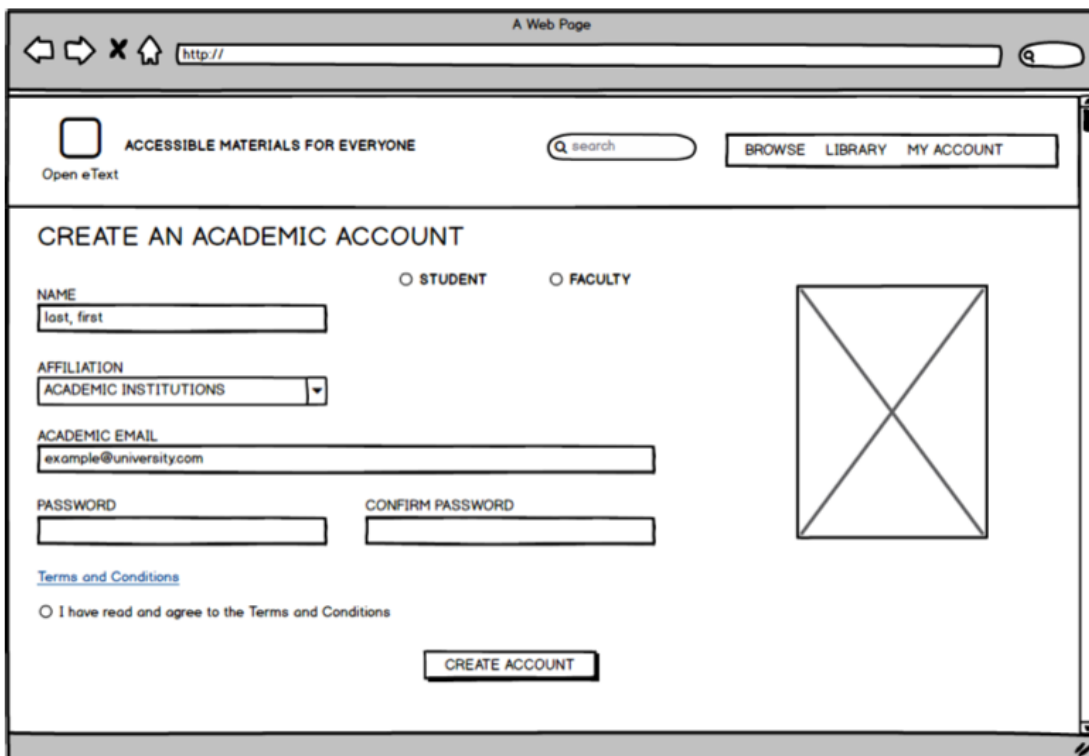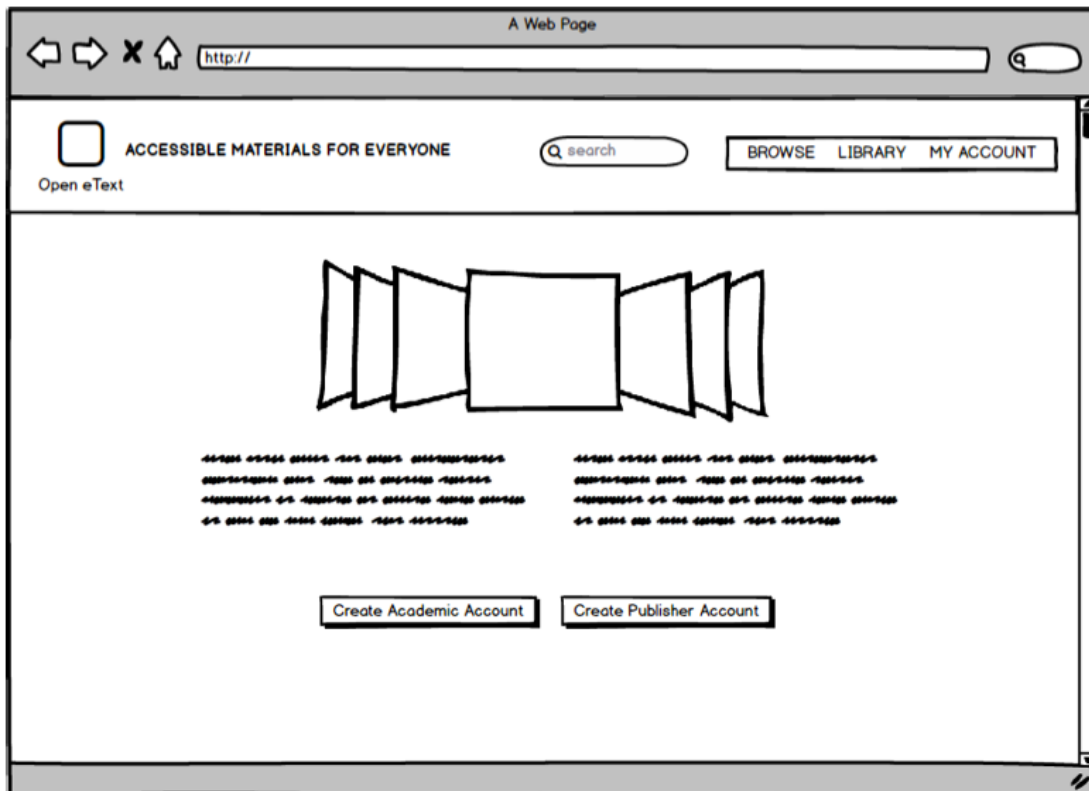
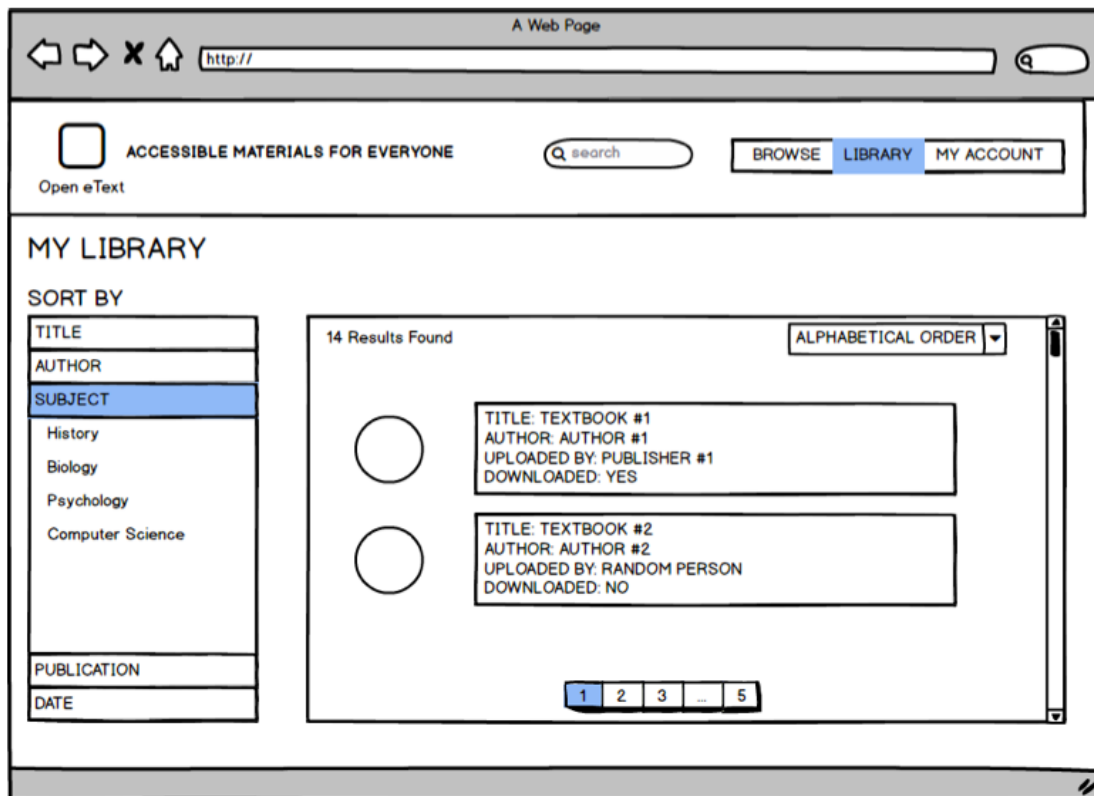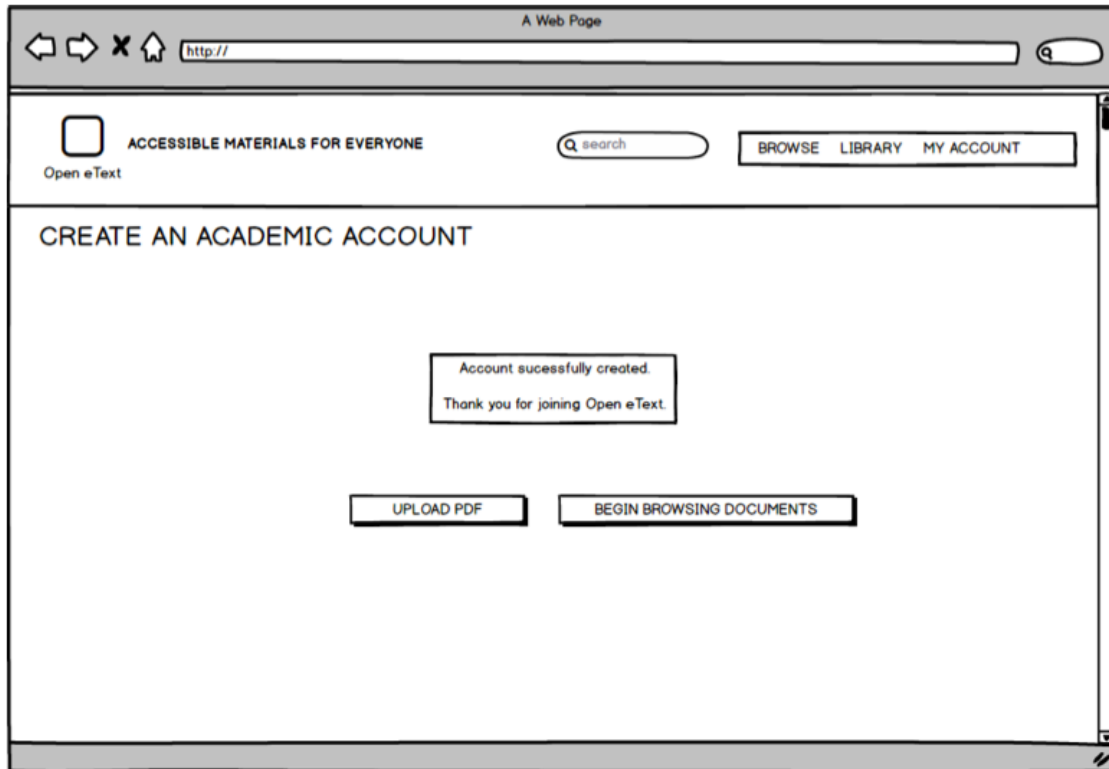### Scenario 2 - Hannah Stewart wants an open source textbook:

Hannah enters her program of study into a search bar together with some refinements such as which school she attends, the class name, and the author of the book she is looking for. The system checks against its database for matches or anything relevant to what was entered and presents Hannah with a series of books, articles, and study notes she can choose from. Hannah then selects the items she would like to investigate, and is given a preview before she downloads them so that Hannah understands exactly what she is about to download. Some of the items Hannah selected may not have been what she expected, so the system gives Hannah an opportunity to remove any items she may not need. Hannah then confirms which items she wishes to download, and the system gives a time estimate to when the downloads will be done. Once Hannah starts the download, the system updates in real time for how long the download will take.

### Scenario 3 - Rachel Wayne wants to contribute textbooks for students in an affordable way:

Rachel has a file full of textbooks that have been approved to be added to an online library. She selects the upload option on the application to begin the process. She enters the field of study the book belongs to alongside some extra information such as the author of the book, her publishing company, and the title of the book. The system then prompts Rachel to upload her books. Following the upload, the system performs a security scan on the uploads before presenting Rachel with a description of all the information she just entered. The system gives Rachel an opportunity to edit or change any mistakes or missing information. Once Rachel confirms the upload, the system accepts the files and uploads them to the database based on her information. The system sends Rachel an email automatically when the upload is complete, and provides a link to the file's location.

# Prototype

## Screen 1

A Web Page

http://

Open eText

ACCESSIBLE MATERIALS FOR EVERYONE

search

BROWSE    LIBRARY    MY ACCOUNT

Create Academic Account     Create Publisher Account

## Screen 2

A Web Page

http://

ACCESSIBLE MATERIALS FOR EVERYONE

Open eText

search

BROWSE    LIBRARY    MY ACCOUNT

### CREATE AN ACADEMIC ACCOUNT

○ STUDENT        ○ FACULTY

NAME
last, first

AFFILIATION
ACADEMIC INSTITUTIONS ▾

ACADEMIC EMAIL
example@university.com

PASSWORD                    CONFIRM PASSWORD

Terms and Conditions

○ I have read and agree to the Terms and Conditions

CREATE ACCOUNT

http://

**ACCESSIBLE MATERIALS FOR EVERYONE**

search

BROWSE   LIBRARY   MY ACCOUNT

# CREATE AN ACADEMIC ACCOUNT

Account sucessfully created.

Thank you for joining Open eText.

| UPLOAD PDF | | BEGIN BROWSING DOCUMENTS |

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http://

**ACCESSIBLE MATERIALS FOR EVERYONE**

search

BROWSE   LIBRARY   MY ACCOUNT

# MY LIBRARY

## SORT BY

| TITLE |
| AUTHOR |
| SUBJECT |
|   History |
|   Biology |
|   Psychology |
|   Computer Science |
| |
| PUBLICATION |
| DATE |

14 Results Found                                     ALPHABETICAL ORDER ▼

○  TITLE: TEXTBOOK #1
   AUTHOR: AUTHOR #1
   UPLOADED BY: PUBLISHER #1
   DOWNLOADED: YES

○  TITLE: TEXTBOOK #2
   AUTHOR: AUTHOR #2
   UPLOADED BY: RANDOM PERSON
   DOWNLOADED: NO

| 1 | 2 | 3 | ... | 5 |

http://

**ACCESSIBLE MATERIALS FOR EVERYONE**

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## UPLOAD A PDF

Title

Author

Publisher

Number of Pages

Type of material

Textbook
Novel (fiction)
Novel (nonfiction)

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## Requirements

## Action Sequences

- Create an account
    a. Navigate to Open eText homepage
    b. Click create account
    c. Enter account credentials
    d. Hit submit

- Upload a text
    a. Navigate to Open eText homepage
    b. Login to your account (Login page yet to be prototyped)
    c. Navigate to My Library page with link in top right
    d. Click upload text (Button still to be added to page)
    e. Enter text details and select file
    f. Submit file for confirmation

- Search for a text
    a. Navigate to Open eText homepage
    b. Select search bar at top of page
    c. Enter your search keywords
    d. (Search results page yet to be prototyped, texts will likely be displayed similar to the texts in the My Library page)

- Download a text
    a. Complete steps for search outlined above
    b. Select desired text
    c. On the texts display page (yet to be prototyped) there will be a prominent download button displayed