

User Personas and Scenarios for **University of Louisiana Lafayette**

COGS 187A W112 -- Annie Chen, Neema Mahdavi, Lawrence Mei



George S. Morrison

Alumnus, 46 years old

George received his Bachelor of Science in Civil Engineering from University of Louisiana in 1985. He was a member of the Theta-Xi Fraternity and the American Society of Civil Engineers and played on the University's basketball team for three years. He moved to California shortly after graduation and is presently the project manager at an engineering firm, but wants to return to his alma mater for a short visit. While he is there he wants to visit his Fraternity house, catch a

game, and buy some Louisiana apparel at the bookstore. Before his trip he wanted to plan out the game, see what he could buy, and possibly even donate the school's athletic teams if he sees his money can go to a good place.

Scenario 1	<i>Scenario Question</i>
George wants to buy some Louisiana apparel at the bookstore, but wants to see what he can buy before his trip.	What apparel is available at the bookstore?
<i>User Tasks</i>	<i>User Steps</i>
Look at the catalog of apparel in the Bookstore	<ol style="list-style-type: none">1. Type in URL2. Click "Alumni, Donors, and Friends"3. Click "University Bookstore"4. Click "Apparel" [[Now he has to select what apparel he wants]] There is another store that allows you to make purchases online from the Athletics department. Athletics > RaginCajun.com > Fanzone >Online store

Scenario 2	<i>Scenario Question</i>
George wants to catch a basketball game during his trip.	When are the basketball games and how can I purchase tickets
<i>User Tasks</i>	<i>User Steps</i>
See the calendar of basketball games and purchase tickets	<ol style="list-style-type: none"> 1. Type in URL 2. Click "Athletics" 3. Click "RaginCajuns.com" 4. Click "Schedule > Basketball" 5. Look at dates, click "Tickets" 6. Click "Individual Game Tickets" 7. Click "Men's Basketball" 8. Click "Purchase tickets online" 9. Find game on ticketmaster page and purchase
Scenario 3	<i>Scenario Question</i>
George wants to donate to the school's athletic teams.	How can I donate and where will my money go?
	<i>User Steps</i>
<i>User Tasks</i>	<ol style="list-style-type: none"> 1. Type in URL 2. Click "Alumni, Donors, and Friends" 3. Click "University Foundation" 4. Click "Donate" <p>George would like to donate to his former basketball team or the athletic department.</p> <ol style="list-style-type: none"> 5. Click "Athletic department/Sports" 6. Select "Make a new Gift" and select "Basketball (Men's)" 7. Enter amount and submit
Donate to the Athletic fund	



Christopher Johnson

Student (Athlete), 18 years old

Christopher Johnson attended Lynbrook High School and graduated with a 3.8 GPA and 4 years on the varsity basketball team. He was also co-captain of the basketball team. Johnson is extremely intelligent and his parents want him to attend a prestigious college but Johnson still wants to continue to play basketball. Whatever college he attends, Johnson just wants to be sure that it has a division I basketball team that competes against other elite schools. In addition to having a division basketball team, he also hopes that the other

sports teams are good as well. This isn't going to make or break his decision but it would definitely help it. Social life has never been a problem so Johnson so he's not worried about having enough extra-curricular programs so he can make new friends.

Scenario 1	Scenario Question
Johnson wants to know how the basketball team is, if they have one, and how to apply.	How is Louisiana's basketball team, and are they good?
User Tasks	User Steps
Find the athletics department and research their basketball team.	<ol style="list-style-type: none"> 1. Enter URL – www.louisiana.edu 2. Click athletics on the top. 3. Click rajuncajuns.com 4. Click recruits 5. Go back 6. Click sports -> basketball 7. Click standings 8. Click About the Sun Belt 9. Wikipedia Sun Belt Conference
Scenario 2	Scenario Question
Johnson wants to know the last time the Louisiana team was in the running for a title.	What is Louisiana's basketball team's playoff and championship history?

<i>User Tasks</i>	<i>User Steps</i>
Look for the basketball team history	<ol style="list-style-type: none"> 1. Enter URL – www.louisiana.edu 2. Click athletics on the top. 3. Click rajuncajuns.com 4. click sports -> basketball 5. click standings 6. Click Championship info and past championships
Scenario 3	<i>Scenario Question</i>
Johnson wants to know if the school has a decent football team or any team that the school athletic program is famous for.	What other sports programs does Louisiana offer and are any of them championship caliber?
<i>User Tasks</i>	<i>User Steps</i>
Find other sports programs	<ol style="list-style-type: none"> 1. Enter URL – www.louisiana.edu 2. Click athletics on the top 3. Click fast facts 4. Check athletics 5. Click Louisiana Raging Cajun 6. For each sport, click standings and then championship info

**Pierre Chang**

Parent, 49 years old

Mr. Chang is the parent of two children, Miles and Jack. Miles has already graduated college and Jack is heading into college this year. During the time that Miles spent at UCSD, he made nothing of it and graduated without participating in any of the programs that UCSD offers. He does not want Jack to turn up like Miles so Mr. Chang wants him to attend a college that provides many programs, clubs, and major options. Although tuition cost is not a major issue for Chang, he still does not want to overpay and if the college offers scholarships.

Scenario 1	Scenario Question
Chang wants to see what majors Jack can enroll.	What majors does Louisiana offer?
User Tasks	User Steps
Look for all the majors that Louisiana offers.	<ol style="list-style-type: none">1. Go to Louisiana.edu2. Click Academics3. Click college and departments under Undergraduate and Graduate programs4. Click and check each of the links under degree programs
Scenario 2	Scenario Question
Change wants to see what clubs and programs Jack can enroll in.	What programs, academic and social does Louisiana offer?
User Tasks	User Steps
Find all the academic and social clubs that Louisiana offers.	<ol style="list-style-type: none">1. Go to Louisiana.edu2. Click Academics3. Click About the program under University Honors Programs4. Go back

	<ol style="list-style-type: none"> 5. Click student life 6. Click Student Organization under campus organizations 7. Go back 8. Click recreational sports
Scenario 3	<i>Scenario Question</i>
Chang wants to see the tuition of Louisiana so he can compare it to the tuition of UCSD	What is the tuition cost of Louisiana?
<i>User Tasks</i>	<i>User Steps</i>
Find the tuition costs for Louisiana.	<ol style="list-style-type: none"> 1. Click about us 2. Click Net price calculator 3. Click I agree 4. Answer the questions



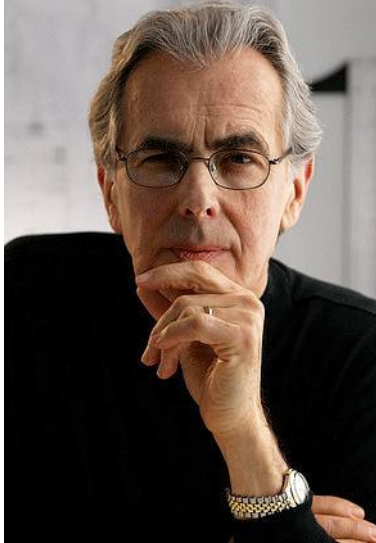
Jennifer Lin

Prospective Transfer, 20 years old

After completing her first year at community college, Jennifer is now beginning to look into transfer options. An artist at heart, she's been drawing and painting since middle school. Though the major she chooses ultimately lies on where she attends, Jennifer is looking for a college with an art program. After graduating from high school, Jennifer decided to attend community college in order to save money for her family. Knowing that tuition could be an issue, Jennifer needs to know what kind of financial aid and scholarships will be offered.

Scenario 1	Scenario Question
Jennifer wants to major in art, but doesn't know if she meets all the requirements to transfer.	What are the necessary requirements for students to transfer into the university?
User Tasks	User Steps
Find the requirements for transferring.	<ol style="list-style-type: none"> 1. Type "louisiana.edu" in URL 2. Click "Prospective Students" 3. Click "Transfer Students" 4. Click "How do I transfer to UL Lafayette?"
Scenario 2	Scenario Question
Jennifer attended community college because of financial factors, so she is worried about financing her tuition at the school she transfers to.	What scholarships are offered for transfers?
User Tasks	User Steps
Find scholarships available for transfer students.	<ol style="list-style-type: none"> 1. Type "louisiana.edu" in URL 2. Click "Prospective Students" 3. Click "Transfer Students" 4. Mouse-over "Transfer Students" on left navigation

	> click "Transfer Scholarship"
Scenario 3	<i>Scenario Question</i>
Jennifer wants to save money and find the cheapest option for dorming.	What is the pricing for different dormitory options at the university?
<i>User Tasks</i>	<i>User Steps</i>
Find information on university dorming.	<ol style="list-style-type: none"> 1. Type "louisiana.edu" in URL 2. Click "Current Students" 3. Scroll down, click "Housing" 4. Click "Room and Board Rates"



Tom McFerrin

Professor, 42 years old

Tom McFerrin earned his PhD for Managerial Economics and Strategy at the Northwestern University, and has been teaching ever since. Tom is currently a professor at Oregon State University, teaching Managerial Economics, but is planning to teach at a college closer to his hometown so that he can spend more time with his aging father. He is happily married and loves to spend time with his wife and two young children, Sally and Bobby. He enjoys watching basketball, and is interested in learning more about the team at his new college.

Scenario 1	Scenario Question
Tom wants to find information for job openings.	What teaching positions are available?
User Tasks	User Steps
Find open teaching positions at the university.	<ol style="list-style-type: none">1. Type "louisiana.edu" in URL2. Click "Index A-Z"3. Click "U"4. Click "University Positions Open"5. Click "Vacancies: Faculty & Administration"6. Scroll down, click "Business Administration, Moody College of"
Scenario 2	Scenario Question
Tom always puts family first, and wants to know if they will all receive adequate health benefits.	What health benefits are offered to professors and their dependents?
User Tasks	User Steps
Determine what type of health benefits are offered to faculty and their dependents.	<ol style="list-style-type: none">1. Type "louisiana.edu" in URL2. Click "Faculty & Staff"3. Click "Human Resources" under "Services & Facilities"

	4. Click "benefits" in the sub navigation 5. Click "Insurance Plans"
Scenario 3	<i>Scenario Question</i>
Tom is a huge basketball fan, and would love to cheer on the university's basketball team.	Where can Tom find game information for the basketball team?
<i>User Tasks</i>	<i>User Steps</i>
Find the basketball team's game times.	1. Type "louisiana.edu" in URL 2. Click "athletics" 3. Click "Ragincajuns.com" 4. Mouseover Schedules, click Basketball (M)