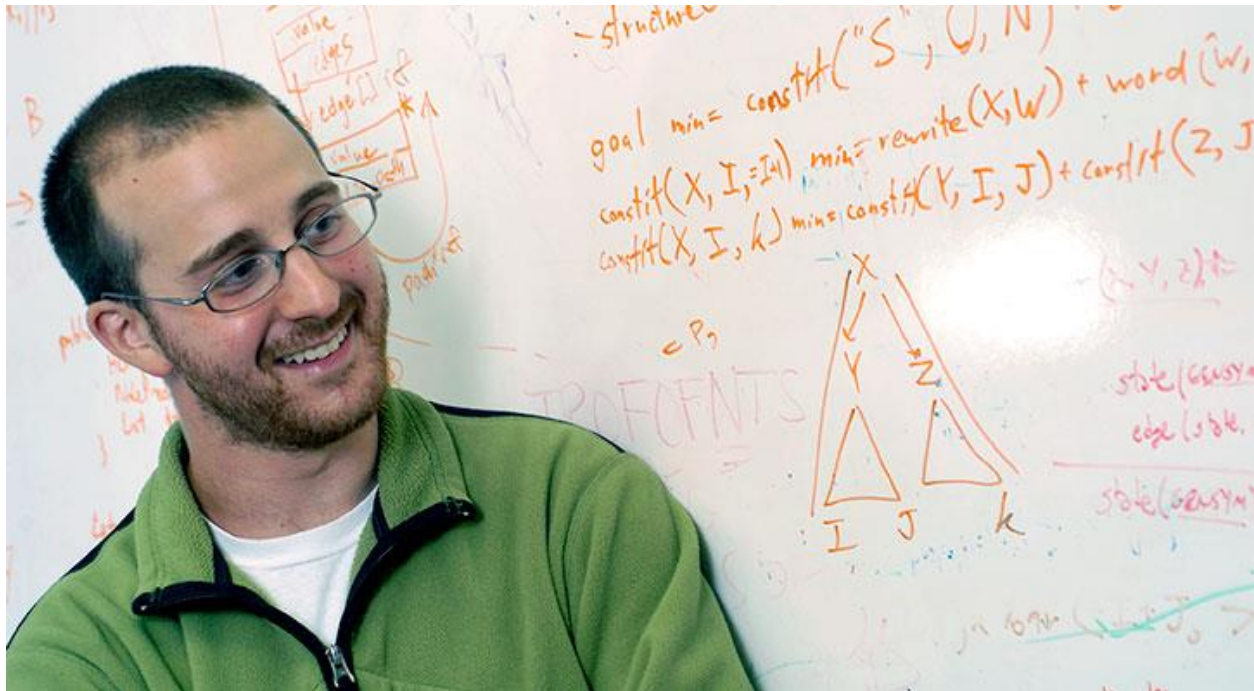


Persona #1: Current Undergrad Student - John



John is an undergraduate student at the University of Alaska, Anchorage. It's his first year in college, and he's focused primarily settling in and building a solid group of friends and community. He's living on campus this year, and adjusting to his new dorm and lifestyle has been a little overwhelming. He has a lot of expectations for college, and really wants to make the most of the so-called "best four years of his life." His home town is in Alaska, but on the other side of the state; this is his first year living far from home. Although he's excited to be independent, he's also a little nervous that he won't find his niche. He wants to attend events and hopefully make some friends that share common interests. Since he was the devoted bass player in a band from middle school through high school, he'd like to participate in music events on campus or even get involved with the music department and learn a few things. In order to meet new people, he's also interested in joining clubs or even trying out a new sport. He knows that clubs and sports often have dues each semester, but he isn't getting any allowance from home. John is interested in any part-time jobs on campus to help support his extracurriculars. However, he also wants to figure out a career that will allow him to live comfortably in the future. John knows that computer science is a booming field at the moment, but he's not completely sure if he'd want to pursue that path. He's interested in learning more about the CS department at the University of Alaska and how he might declare his major.

Goals	Needs
Finding events/extracurriculars on campus	John needs a way to find affordable activities according to his interests and how to get involved

Searching for on campus student job opportunities	John needs a way to look at a snapshot of job openings to understand what student jobs are like and what might be available
Learning more about majors and departments	John needs a way to access information that will help him decide whether or not he wants to commit to a major, and how/ if he can do it

User Tasks	Scenarios
Possible Scenario : John wants to know how to declare Computer Science major	<ol style="list-style-type: none"> 1. Enters URL into browser 2. Clicks "College & Schools" under Quick Links 3. Clicks "School of Engineering" 4. Selects "Academic Programs" 5. Clicks "Computer Science" under Undergraduate Degree section
Possible Scenario : John (current undergrad) wants to go to a music event on campus	<ol style="list-style-type: none"> 1. Enters URL into browser 2. Click "College & Schools" under Quick Links 3. Clicks "Department of Music" 4. Selects "News and Events" on left side.
Possible Scenario : John (current undergrad) wants to find a job on campus	<ol style="list-style-type: none"> 1. Enters URL into browser 2. Clicks "Current Students" in top navigation 3. Clicks "Student Jobs" under Job & Internships section on right side of page
Possible Scenario : John (current undergrad) wants to join a sports club (i.e. basketball)	<ol style="list-style-type: none"> 1. Enters URL into browser. 2. Clicks "Current Students" in top navigation 3. Click "Athletics & Fitness" under "Wellness & Safety" 4. Click "GoSeawolves.com"

Persona #2: Current Undergrad Student - Amanda



Amanda is a second year transfer student from California studying psychology at UAA, and she's set to graduate at the end of the year. Although she's glad to be nearly done with school, she has a whole new set of responsibilities approaching. After the excitement of graduation, she knows that she will have to find a job and start working on her career. She's not totally sure what she'll want to pursue in the future, but wants to keep the option of grad school open. Because her parents supported her through her undergraduate career, they have already made it clear that they don't have the means to support her any further. Amanda knows that if she wants to return to school, she'll have to save some money and work for at least a year. She's interested in any career services or job opportunities in Anchorage or even out of state, as long as she can find something. In particular, she might want to attend any job fairs to see what options she might have and to get some interviews. However, she's never applied for any official, "big-girl" jobs before and isn't sure what to expect. In addition, if she wants to go to grad school, she knows that research experience will play a large role. She's also interested in any undergraduate research opportunities on campus, preferably within her department. She's still anxious about her future, but hopeful that taking steps to find a job and some research will propel her onto the right path.

Goals	Needs
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Find job opportunities for after graduation	Amanda needs a way to find resources for job ops, i.e. job fairs or other career services
Find research opportunities that will help her get into grad school	Amanda needs a way to find specific research opportunities related to her major and interests

User Tasks	Scenarios
Possible Scenario : Amanda (current undergrad student) wants to know about job fairs (date, location, etc)	<ol style="list-style-type: none"> 1. Enters URL into browser 2. Clicks "Current Students" in top navigation. 3. Clicks "Career Development" under Job & Internships section on right side of page
Possible Scenario : Amanda (current undergrad student) wants to know what kinds of projects (research) are currently available	<ol style="list-style-type: none"> 1. Enters URL into browser 2. Clicks "Current Students" in top navigation. 3. Clicks "Undergraduate Research"

Persona #3: Prospective grad student - Damien



Damien is a prospective grad student that just graduated from Northwestern in Illinois. He studied business, but graduated unsure of his next step. He knows that going to grad school will help him find a specific path and also make his future job endeavors more promising. However, he also doesn't like the midwest and wants to move back home to Anchorage. Undergraduate was extremely stressful for him at a competitive school, and he wants to find a more laid-back environment/lifestyle where he has time to relax and enjoy. For this reason, he has begun looking for schools closer to home, so that he can spend more time with his family and worry a little less about juggling school with jobs. He'd preferably be able to live at home for a bit until he has the means to move out. He also wants to make sure that he meets any pre-requisites at the school and that it would have a decent business department with resources that would help him succeed.

Goals	Needs
Learn how to apply to grad school while deciding whether or not UAA is for him	Damien needs to know more about the business department within the university as well as extra opportunities he might find

User Tasks	Scenarios
Possible Scenario : Damien (prospective grad student) wants to know how to apply for a graduate program	<ol style="list-style-type: none"> 1. Enters URL into browser 2. Clicks "Current Students" in top navigation. 3. Clicks "Degree Programs" under General Info 4. Select "admission Requirements" on the left side of page 5. Clicks "Graduate"

Persona #4: Professor - Dr. Goodfellow



Dr. Goodfellow just moved to Alaska when offered an irresistible position as a permanent faculty member in the Chemistry department. His grant proposal was simultaneously accepted by the NIH and with the opportunity to be a PI, his entire family moved with him. Although he's excited to be able to conduct his own research, he's also excited to teach introductory Organic Chemistry classes, since that's when he discovered his own love for chemistry. In addition to his

career, he loves his wife and two kids in elementary school. He's grateful they were able to move with him, and he wants to make sure that they transition well. He also wants his children to be able to take advantage of any K-12 opportunities that UAA might offer so that they're on the right track. In addition, he wants to become more invested and involved in the science community on campus and maybe start some projects with like-minded colleagues. He'd also want to introduce his family and hopefully make some connections with the local community so that they can make some friends and feel settled in.

Goals	Needs
Involve his family with his new career and make some friends/acquaintances	Dr. Goodfellow needs a way to find events on-campus and gauge whether they're suitable for his family AS WELL AS needs a way to become involved with the community.
Start research projects	Dr. Goodfellow needs a way to find opportunities to join existing research projects or to find colleagues who are interested in the same fields

User Tasks	Scenarios
Possible Scenario: Professor wants to bring family to social event on campus	<ol style="list-style-type: none"> 1. Enter URL into browser 2. Click "Upcoming Events"
Possible Scenario: Staff is looking for colleague to collaborate with in his research	<ol style="list-style-type: none"> 1. Enter URL into browser 2. Clicks "Quick Links" in footer 3. Clicks "Office of Research" 4. Clicks "Research Opportunities" on the right side of page

Persona #5: Parents - Ronny and Leslie Banks / Mark



Mr. and Mrs. Banks are proud parents of Mark, an entering Freshman at UAA. They're very close with their son and they're excited for him and his accomplishments, but also worried since he'll be so far from home in Minnesota. Since they've never been to Alaska, they want to get a sense of where their son will be living for the next four years. They know that Mark is responsible and trustworthy, but they can't help but be afraid that he'll be disoriented. They feel that it's their duty, as parents, to help him in whatever ways possible in preparation for his departure. Despite Mark not really feeling like he needs their help, they look into basic needs regardless. Since they've covering all living costs for him, they also want an idea of how much the year will cost in comparison to living in Minnesota. They also want to make sure the neighborhood is safe and that transportation won't be an issue for him. If it is, they want Mark to be able to foresee issues and find solutions (i.e. car, bike, skateboard, etc.) before he gets there. That way, they can help him out as much as possible.

Goals	Needs
Learn about costs in Anchorage and more specifically in UAA	Mr. and Mrs. Banks needs a way to learn more about the school/atmosphere as well as budget living costs and tuition
Learn about the campus and transportation/safety	Mr. and Mrs. Banks need to learn about the campus and to prepare any extra transportation needs for Mark on campus

User Tasks	Scenarios
Possible Scenario: Parents wants to know about semester(quarter) expenses	<ol style="list-style-type: none">1. Enter URL into browser2. Click "Current Student" in top navigation3. Click "Tuition & Fees" under General

	Info
Possible Scenario:	<ol style="list-style-type: none"> 1. Enters URL into browser 2. Clicks "Facilities and Campus Services" under Quick Links 3. Clicks "Maintenance & Operation" on the left side of page 4. Clicks "Operations" and "Seawolf Shuttle"