

"What cool technology projects have you worked on?"



Self-Proclaimed Robotics Nerd Interested in Joining the Club

Goals



Meet **Scott**, a white, middle-class, 18-year-old freshman, undecided engineering major at Iowa State University (ISU) who enjoys mechanical work and coding. Scott grew up in Des Moines, Iowa. As the former captain of his high school robotics team, he spent 20-30 hours a week during their competition season building and coding the robot. Scott's favorite courses in high school included math, physics, computer science, and engineering. Outside of school, he enjoys playing video games with his friends. He misses his days on the robotics team and wants to continue that experience in college. Plus, he knows it will look good on his resume when he applies to the top engineering companies for summer internships. As a result, Scott goes to the Robotics Club's website to learn more about the club.

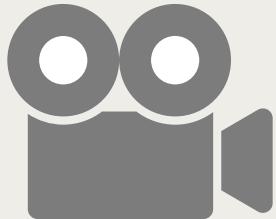
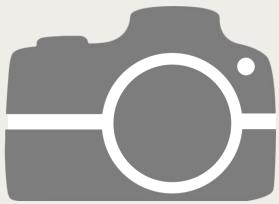
He hopes to discover:

- The basics about the club, such as what the club does, what types of projects they work on, and what their meetings entail.
- If the club would be a good fit for him based on his interests and passions.
- The requirements for being in the club, such as member costs and time commitment.
- What he would gain from being a club member, such as business networking connections, leadership opportunities, or skills growth.
- How to join the club.

Self-Proclaimed Robotics Nerd Interested in Joining the Club

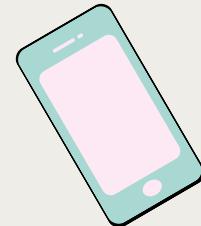
Technical Considerations

Fancy robot and project pictures and videos impress Scott. Because of all his technical experiences and growing up using the internet, he has lots of experience using various websites.



Device Considerations

If Scott is on the go, he looks at this website on his phone, but if he is going through all of the various engineering clubs' websites, he may be treating this as a research project and looking at the websites on his computer.

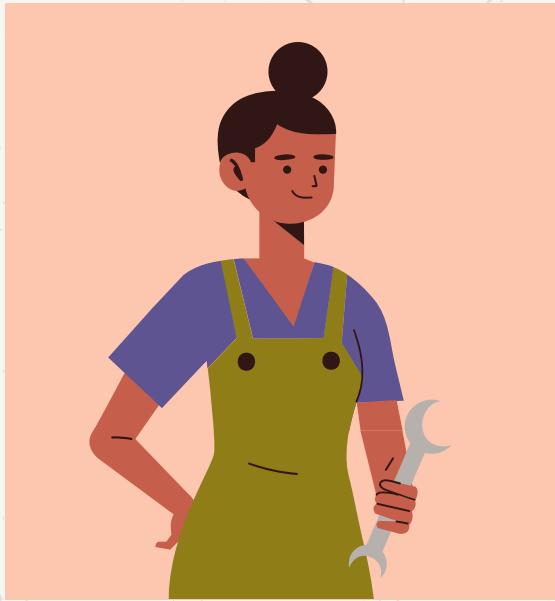


Limitations

Scott's vast technical experiences give him a high level of technical confidence, to the point he can be a little cocky or overconfident. As a result, he lacks patience when websites do not work or he cannot immediately find the information he desires. Because of his vast technical experience, he sees a website not working or his inability to find information as a problem with the website, not the user, causing him to not want to continue using the website and the website to not be persuasive towards him.



"Is there more to the club than just robots?"



Minority Student Interested in Joining the Club and Inspiring Others

Goals



Meet **Addison**, an African American, 18-year-old freshman, majoring in mechanical engineering at ISU. Addison grew up in Chicago, Illinois, in a low-income area. She discovered engineering when members of the Society of Women Engineers visited her middle school. Addison became passionate about STEM and took engineering and computer science classes in high school. Now, Addison wants to join a campus engineering student organization to grow her skill set and meet others who share her passion. She discovers the robotic club's website and wants to determine if the club would be a good fit for her.

It is important to Addison that she joins a club that meets her personal values. As a result, when looking at the website, she pays attention for if the club:

- Is inclusive because wants to join a club she feels a part of and involves women and other minorities.
- Volunteers and inspires children, specifically girls and minorities, because of her experiences idolizing female engineers while in middle school make her want to be a role model for younger girls. As a result, she wants to join a club that helps children discover engineering and see women and other minorities can be engineers.

Plus, she looks for information on the website about:

- Club logistics.
- How to join the club.

Minority Student Interested in Joining the Club and Inspiring Others

Technical Considerations

Addison has lots of technology expertise, especially since she volunteers with her boyfriend to teach young girls programming. Her volunteering made her more patient; she knows she may not find the answer to her question immediately and she has more patience with usability issues.



Device Considerations

Addison is busy and constantly on the go so she looks at the site on her phone.



Limitations

When Addison started taking engineering courses, she experienced imposter syndrome and felt that she did not belong. Now, she does not want to join a club that makes her feel that way. Any club website that makes her feel like she will be alienated or "not good enough" will make her not interested in the club.



"Should I model my club after your club?"



Non-ISU Student Looking for a Model Club

Goals



When Michael looks at other college robotics clubs' websites to brainstorm ideas, his goals include:

- Learning what other robotic clubs do.
- Determining if ISU's Robotics Club should be a model for Purdue's.
- Finding club logistical details, so he can treat ISU's Robotics Club as a model for Purdue's.
- Locating contact information, so he can email or call someone to ask questions.

Meet **Michael**, a 20-year-old, white, middle-class junior at Purdue University majoring in computer engineering and serving as Purdue's robotics club president. This is Michael's first year as club president, and he is unsure about what types of activities Purdue's robotics club should do. He decided to become president because he wanted to improve the club. Currently, the club is seen as a joke because they just hang around and eat pizza, but he wants to turn it into a club that completes robotics-related projects that help the community.

Non-ISU Student Looking for a Model Club

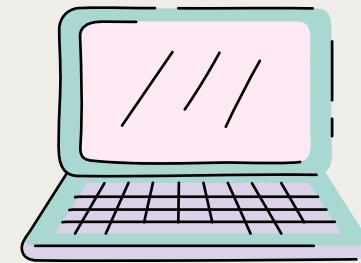
Technical Considerations

As a computer engineering major, Michael has a high level of technical knowledge, specifically website-related knowledge from his classes and backend website-development internship.



Device Considerations

Since Michael treats this experience like a research project and looks through numerous websites, he views the site on his computer, not his phone.



Limitations

Michael's nerves about being president may stop him from fully focusing while navigating the site. Plus, there are numerous other collegiate robotics club websites Michael can use, so if this website does not impress him or has usability issues, he will have little patience to continue using the site.



"Is your club worth my company's money?"



Businessman Hoping to Help the Community

Goals



Meet **Phillip**, a 35-year-old, white, middle-class businessman. He is married and has two children, ages 3 and 5. He works for a small, local engineering company in Des Moines as a design engineer. He graduated from ISU 13 years ago with a mechanical engineering major. His engineering company wants to support community engineering initiatives, and the company owner asked Phillip to propose various groups. Because he is an ISU alum, Phillip decided to research ISU student organizations' websites to see if sponsoring any of those organizations would meet his company's requirements.

Now, Phillip is looking through the ISU Robotics Club website to see:

- What projects the club works on.
- The impact the club has on its members.
- Their volunteer efforts around the community.
- What the company's money would go towards.
- What the company would receive as a sponsor.
- How to contact the club to ask questions.
- The steps to take to sponsor the club.

Businessman Hoping to Help the Community

Technical Considerations

A professional, organized, and well-marketed website would greatly impress Phillip because it would build credibility and give him confidence that the company's money would go to a good cause.



Device Considerations

Phillip would look at the website on his computer because this would be a research project for him.



Limitations

There are many Ames/Des Moines area organizations that Phillip can suggest donating to, meaning if the website does not immediately impress him or has numerous usability issues, he will not have the patience to continue using the site. Additionally, once the website loses any credibility with Phillip, it will be impossible to rebuild that credibility since he has many other choices he can choose instead.

