



DEMOGRAPHICS

AGE	19
GENDER	Male
YEAR	Freshman
LOCATION	Orlando, FL

ALEX MARTINEZ

Primary User

CONTEXT OF USAGE

- Uses the tool weekly to plan ahead for semesters, checking for course availability.
- Often accesses it via a laptop in dorms or during advisor meetings.

CHARACTERISTICS OF USAGE

- Prefers a visual, intuitive tool with color-coded course status (prerequisites, corequisites).
- Seeks pop-up alerts for any course conflicts or scheduling issues.

ACCESSIBILITY

Needs easy navigation and clear course filtering options.

SYSTEM USE

Frequent and requires detailed information.

GOALS

- Plan courses for the next 8 semesters.
- Ensure all prerequisites are met for timely graduation.

PAIN POINTS

- Overwhelmed by course selections.
- Confusion about transferring AP credits.

Values/Interests

- Highly focused on efficiency and academic success.
- Enjoys participating in extracurriculars like the student debate club.

Behavior Patterns

- Checks the schedule planner frequently to update and map future semesters.
- Uses the system during advisor meetings for planning support.

Knowledge/Proficiency

Moderate (comfortable with computers but needs a simple interface).

Design Issues

- Requires a step-by-step course guidance system.
- Sensitive to visual overload and prefers a clean, simplified interface.



SARAH LEE

SECONDARY USER

SYSTEM USE : CASUAL

DEMOGRAPHICS

AGE	22
GENDER	Female
YEAR	Senior Transfer Student
LOCATION	Miami, FL

Goals

- Plan her remaining semesters to graduate on time.
- Transfer credits efficiently from her previous institution.

Pain Points

- Difficulty in transferring credits and prerequisites from previous university.
- Unclear course requirements between departments.

Values/Interests

- Focused on timely graduation.
- Works part-time and needs a flexible academic schedule.

Behavior Patterns

- Uses the tool less frequently, usually when meeting her academic advisor.
- Relies on the tool for updating semester plans after advisor consultations.

Accessibility

- Prefers help features like tooltips or FAQs to navigate course selection.

Knowledge/Proficiency

Intermediate (familiar with university systems but not tech-savvy).

Context of Usage

- Primarily uses the tool during advising sessions or course registration periods.
- Accesses it via mobile and laptop, often between work shifts.

Characteristics of Usage

- Needs clear information on course prerequisites and transfer credit statuses.
- Prefers quick navigation to plan courses across different departments.

Design Issues

- Needs integration with transfer credit assessment tools.
- Would benefit from a filter that displays only relevant courses based on transfer credits.



EMILY BROWN

Secondary User

DEMOGRAPHICS

AGE 20
GENDER Female
YEAR Innovation Academy Student
LOCATION Gainesville, FL

SYSTEM USE

Casual/Infrequent

Goals

- Plan her courses around Innovation Academy's limited semester schedule.
- Ensure she can graduate on time despite the summer-focused course offerings.

Pain Points

- Limited summer course options within her major.
- Struggles with understanding prerequisite pathways.

Knowledge/Proficiency Novice

Accessibility Requires clear visual indicators for available and unavailable courses.

Values/Interests

- Dedicated to achieving academic success within Innovation Academy's schedule.
- Actively involved in internships and entrepreneurial projects.

Behavior Patterns

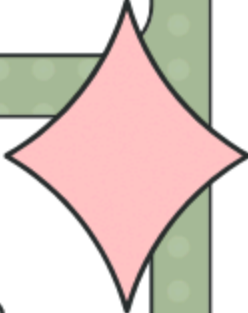
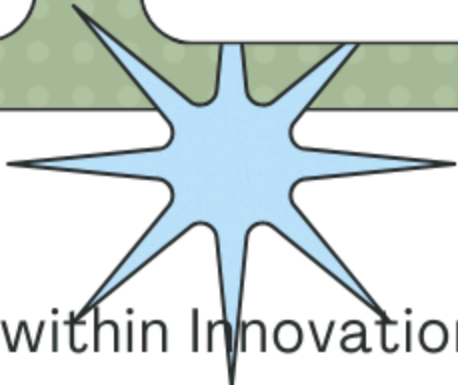
- Uses the tool once per semester to finalize class schedules.
- Checks course availability for summer semesters well in advance.

Context of Usage

- Primarily uses the tool at the beginning of each semester to finalize class schedules.
- Accesses the tool both on desktop and mobile, especially during registration windows.

Characteristics of Usage

- Needs simplified navigation and course filtering based on availability during limited semesters.
- Prefers a "suggested course path" based on her program's unique requirements.



Design Issues

- Needs a robust scheduling assistant to manage Innovation Academy's limited offerings.
- Should display course alternatives if specific classes aren't offered in her available semesters.