

#	Use Cases	Personas	Importance	Frequency	IxF	Interaction Cost	Page Distance	Other Personas	I*F	Redesign Interaction Cost
1	John wants to see how UCSD's Cognitive Science program (his major) compares to the other schools he is applying to	Prospective Students	High	Medium	High	4	4	3 Transfers/ TAs	High	3
2	John wants to know the cost per year for attending the university..	Prospective Students	High	Medium	Medium	3	3	3 Parents	High	3
3	John wants to know the percentage of students involved in greek life	Prospective Students	Low	Low	Low	4	5	5 Greek Advisors	High	2
4	John wants to learn about the recreational activities offered at the school	Prospective Students	Medium	High	High	4	4	4 Trainers	Medium	2
5	John wants to know what the school offers to help students with disabilities	Prospective Students	Low	Low	Low	3	5	5 Visitors w/ disabilities	High	3
6	John wants to know what percentage of student graduate within 4 years	Prospective Students	Low	Low	Low	3	4	4 super seniors	Medium	3
7	John wants to know the majors offered at the university	Prospective Students	High	Medium	Medium	3	3	3 Transfers	Medium	1
8	John want to know the popular school events	Prospective Students	Medium	High	Medium	4	3	3 Concert Visitors	Low	3
9	John wants to know about the restaurants available on campus	Prospective Students	Low	Low	Low	5	5	5 Locals	Low	3
10	John wants to know whether the school has D1 sports teams	Prospective Students	Low	Low	Low	4	4	4 Locals	Low	3
11	John wants to know the acceptance rate of the university	Prospective Students	Medium	Low	Medium	3	4	4 Students at other Universities	Medium	2
12	John wants to know where he can get a copy of the application for the university	Prospective Students	High	High	High	2	2	2 Grad Students	High	1
13	John wants to know the financial aid available for the school	Prospective Students	High	High	High	1	2	2 Parents	High	1
14	John wants to know the general education classes he needs to take	Prospective Students	High	High	High	2	2	2 Transfers	High	1
15	John wants to know the percentage of students that live on campus	Prospective Students	Low	Low	Low	4	5	5 Commuters	Low	3
16	John wants to know the type of clubs available to students	Prospective Students	High	Medium	High	3	3	3 Transfers	Medium	2
17	John wants to know whether the university is a dry campus	Prospective Students	Low	Low	Low	5	5	5 Concert Visitors	Medium	3
18	John wants to know if the school has intramural or club sports	Prospective Students	Medium	Low	Medium	3	3	3 Sport Fanatics	High	2
19	John wants to see a map of the school	Prospective Students	Medium	High	High	2	2	2 School Visitors	High	1
20	John wants to find out if the school offers tours	Prospective Students	Medium	Medium	Medium	2	3	3 Construction workers	Low	1
21	Bob wants to see the academic calendar so he can plan his holiday plane tickets	Current Students	High	Low	Medium	3	3	3 Parents	High	3
22	Bob wants to know the tutoring services offered at the university	Current Students	Low	Low	Low	5	5	5 Staff	Low	3
23	Bob wants to know the times and location of the next sporting event	Current Students	Low	Medium	Medium	3	4	4 Visitors/ Fans	High	3
24	Bob wants to view his finals schedule	Current Students	Medium	Low	Medium	3	4	4 Transfers	Medium	3
25	Bob wants to know of available scholarships	Current Students	Low	Low	Low	5	5	5 Future Students	Medium	4
26	Bob wants to check his school email	Current Students	Medium	High	Medium	3	3	3 Professors	Medium	2
27	Bob wants to look up his professors email and information	Current Students	Medium	Low	Medium	4	5	5 Other Professors	Medium	3
28	Bob wants to see the class offered next quarter/ semester	Current Students	High	Medium	High	2	3	3 Transfers	Medium	2
29	Bob wants to apply for an on-campus job	Current Students	Medium	Low	Medium	3	5	5 Locals	Medium	2
30	Bob wants to see the location of his classes for next quarter	Current Students	Medium	Medium	Medium	3	4	4 Future Students	High	3
31	Bob wants to know the time the gym closes	Current Students	Low	Low	Low	5	4	4 Locals	Medium	3
32	Bob wants to find the contact number for the emergency services	Current Students	Medium	Low	Medium	3	1	1 RA's	Medium	3
33	Bob wants to find his department's website	Current Students	Medium	Medium	Medium	3	3	3 TA's	Medium	2
34	Bob wants to see what public transportation is available to students	Current Students	Low	Low	Low	5	4	4 parents	Medium	3
35	Bob wants to find information about studying abroad	Current Students	Low	Low	Low	4	5	5 Grad Students	Low	4
36	Bob wants to find healthy food offered at different school cafeterias	Current Students	Low	Medium	Medium	4	5	5 Visitors	High	4
37	Bob wants to pay his parking ticket	Current Students	Low	Low	Low	5	5	5 Visitors	Medium	4
38	Bob wants to find out whether a book is available at the library	Current Students	Medium	Medium	Medium	3	4	4 Locals	Medium	4
39	Bob wants to check the shuttle times and locations	Current Students	Low	High	Medium	3	5	5 Grad Students	Medium	4
40	Bob wants to read some school articles	Current Students	Medium	Medium	Medium	2	1	1 Professors	Medium	1
41	Mrs. Smith wants to know the crime rate on campus	Parent	Medium	Low	Low	4	5	5 Visitors	Medium	4
42	Mrs. Smith wants to know the available financial support for her kid	Parent	High	Medium	High	2	3	3 Future Students	High	1
43	Mrs. Smith wants to know about the medical care available for students	Parent	High	Medium	High	3	4	4 Veterans	High	3
44	Mrs. Smith wants to know how she can donate money towards the school	Parent	Medium	Low	Medium	2	3	3 CEO's	Low	1
45	Mrs. Smith wants to find where she can pay for her daughters tuition online	Parent	High	High	High	1	2	2 Family Members	Low	2
46	Mrs. Smith wants to see if the school has a good reputation	Parent	High	Low	Medium	2	1	1 Guest Speakers	High	1
47	Mrs. Smith wants to see the type of research the school conducts	Parent	Low	Low	Low	5	2	2 Guest Speakers	High	1
48	Mrs. Smith wants to know about the available off campus housing	Parent	Low	Low	Low	5	4	4 Transfers	Medium	3
49	Mrs. Smith wants to know about the organizations offered to parents	Parent	Medium	Medium	Medium	3	5	5 Veterans	Low	3
50	Mrs. Smith wants to Contact the University	Parent	High	High	High	1	1	1 Staff	High	1
51	Joe wants to attend a sporting event	Alumni	High	Medium	Medium	5	4	4 Visitors	Medium	3
52	Joe wants to know of any alumni clubs	Alumni	High	Medium	High	4	4	4 parents	Low	2
53	Joe wants to know about any reunions happening soon	Alumni	Medium	Low	Medium	5	4	4 Grad Students	Low	3
54	Joe wants to get copies of the school newspaper	Alumni	Medium	Low	Medium	5	3	3 All Students	Medium	3
55	Joe wants to recruit students for his company	Alumni	Medium	Low	Low	5	5	5 Job Recruiters	Low	5
56	Joe wants a copy of his transcripts	Alumni	Medium	Medium	Medium	5	5	5 Current Students	Medium	3
57	Joe wants to contact his old professor	Alumni	Medium	Medium	Medium	5	4	4 Grad Students	Medium	3
58	Joe wants to order some school gear	Alumni	Medium	Low	Low	4	4	4 parents	Low	2
59	Joe wants to apply for a teaching position	Alumni	Medium	Medium	Medium	3	5	5 Staff	High	4
60	Joe wants to make a donation	Alumni	High	Medium	High	2	3	3 Businesses	Low	1
61	Joe wants to attend a school concert	Alumni	Medium	Low	Low	4	5	5 Locals	Medium	3
62	Joe wants to get a recommendation letter	Alumni	Medium	Low	Low	4	5	5 Current Students	Medium	4
63	Joe wants to apply as a graduate student	Alumni	Medium	Low	Low	3	3	3 Current Students	High	2
64	Fred wants to know how many years he can live on campus	Transfer	Medium	Medium	Medium	4	5	5 Current Students	Medium	4

65	Fred wants to know of any transfer student organizaitons	Transfer	Medium	Medium	Medium	4	4	Current Students	Low	2
66	Fred wants to apply to the apply to the University	Transfer	High	Medium	Medium	3	2	Future Students	Medium	1
67	Fred wants to know the transferable classes for the University	Transfer	High	Medium	High	3	5	High School Students	High	3
68	Fred wants to know the general education classes required for transfer students	Transfer	High	Medium	High	4	3	High School Students	High	2
69	Fred wants to know how many times he can switch majors	Transfer	Medium	Low	Low	4	5	Current Students	Low	4
70	Fred wants to know about commuting options	Transfer	Low	Low	Low	5	5	Staff	Low	4
71	Fred wants to know about internships he can get at this department	Transfer	Low	Low	Low	5	4	Current Students	Medium	4
72	Lisa wants to know of other available positions	Staff	Medium	Medium	Medium	3	4	Faculty	Medium	2
73	Lisa wants to apply for work	Staff	Medium	Medium	Medium	2	4	Current Students	Medium	2
74	Lisa wants to know get a parking pass	Staff	Low	Medium	Medium	4	5	Grad Students	Medium	3
75	Lisa wants to check employee benefits	Staff	Low	Low	Low	5	5	Students	Low	4
76	Lisa want to request time off	Staff	High	Medium	High	3	4	Faculty	High	2
77	Lisa wants to know when school and work are closed///// Work calendar	Staff	Medium	Medium	Medium	4	4	Current Students	Medium	2
78	Lisa wants to update her work profile	Staff	High	Low	Medium	3	3	Current Students	Low	2
79	Lisa wants to check her work schedule	Staff	High	High	High	2	3	TA's	Medium	2
80	Lisa wants to fill out her timesheet	Staff	High	High	High	2	3	Grad Students	Low	2
81	Jane wants to find directions to the University	School Visitors	High	High	High	1	2	Guest Speakers	High	1
82	Jane wants to find the location of a certain building and room	School Visitors	Medium	High	Medium	3	4	Freshmen	High	1
83	Jane wants to find out where she can park her car	School Visitors	Medium	High	High	1	3	Guest Speakers	High	3
84	Jane wants to find hotels around the school	School Visitors	Low	Low	Low	5	5	Parents	Medium	5
85	Jane wants to know about the coffee shops at the university	School Visitors	Low	Medium	Low	5	5	Current Students	Medium	5
86	Jane wants to know about future guest speakers at the university	School Visitors	Medium	High	Medium	5	3	Grad Students	Medium	3
87	Jane wants to know about the city around the school	School Visitors	Medium	Medium	Medium	4	4	Parents	Medium	3
88	Jane wants to know where she can buy some souvenirs	School Visitors	Low	High	Medium	3	3	Parents	Medium	3
89	Jane wants to find out about available tours	School Visitors	High	Medium	High	1	2	Future Students	High	2
90	Jane wants to find out how she can contact the university	School Visitors	High	High	High	1	1	Parents	High	1
91	Jane wants to know about recent events at the University	School Visitors	High	High	High	2	2	Locals	Medium	2
92	Jane wants to know more about the history of the school university before visiting	School Visitors	Medium	Medium	Medium	2	2	Parents	Medium	1
93	Dr. Phil wants to know whether he gets free hotel service	Visiting Guest Speaker	Low	Low	Low	5	5	Parents	Low	5
94	Dr. Phil wants to know if any professors share interest in the same work	Visiting Guest Speaker	Medium	Medium	Medium	4	4	Other Professors	Medium	4
95	Dr. Phil wants to know about employment opportunities at the university	Visiting Guest Speaker	High	Medium	Medium	4	4	Staff	Medium	3
96	Dr. Phil wants to know some of the salaries of the professors at the University	Visiting Guest Speaker	Low	Low	Low	5	5	Staff	Low	5
97	Sally want to know the location of the University hospital	Patient	High	Medium	Medium	2	4	Veterans	High	3
98	Sally want to know the reputation of the University hospital	Patient	High	Medium	High	2	4	Veterans	Medium	3
99	Sally wants to know the insurances that are accepted by the University hospital	Patient	Medium	Medium	Medium	3	5	Students	Medium	4
100	Sally wants to view some profiles of the doctors working in the University hospital	Patient	Medium	Low	Low	5	5	Veterans	Low	4