

INFORMATION ARCHITECTURE
UNIVERSITY OF LOUISIANA AT LAFAYETTE

**First Deliverable:
User Personas and Scenarios**

COGS 187A
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USER 1



User Group: Prospective Students

Name: Robert Lee

Age: 18

Year/Occupation: High School Senior

Background Story: Robert is a high school student. He has received all the results for college acceptance. Unfortunately, ULL is the only school he was accepted into. He played on his high school's basketball and badminton team; he exercises a lot to keep himself healthy. Robert knows he is definitely going to ULL since he was not accepted by any other schools. He is unsure of his future career, but his grades in biology are pretty high.

Scenario 1

Context

Robert does not want to give up basketball and badminton after attending college.

User Tasks

Find the sport section of the site, and look for a list of sports offered at ULL.

Scenario Question

Does ULL have a basketball team and/or a badminton team?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "Student Life"
3. Scroll down to bottom of page and locate NCAA/Recreational Sports

Scenario 2

Context

Robert is trying to decide his major, and thinks he is potentially going into something related to biology.

User Tasks

Find the biology department and find a list of majors under the specific department.

Scenario Question

What majors are available under the biology department?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "Academics"
3. Under "Undergraduate and Graduate Programs," click "Colleges & Departments · Departments A - Z · Majors A - Z"
4. Click "Science"
5. Look through each concentrations to see detailed description

Scenario 3

Context

Robert wakes up early, and wants to be able to exercise at the gym first thing in the morning.

User Tasks

Find the gym page and look for detailed information about it.

Scenario Question

Is there a school gym? What are the rules and hours?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "Student Life"
3. Click on "Recreational sports"
4. Click on "Facility Schedule"

USER 2



User Group: Current Students

Name: Sergio Diaz

Age: 20

Year/Occupation: 2nd year ULL student

Background Story: Sergio Diaz has been studying in ULL for a year, and is now a sophomore. He immigrated from Spain, and recently received his permanent residency. He loves music and just started learning guitar this year. He also enjoys eating.

Scenario 1

Context

Sergio has just changed from an international student to residential student status, and wants to find out how much his tuition is now.

User Tasks

Find financial information for current students and look for residential students' tuition.

Scenario Question

How much does tuition cost for residential students?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "Current Students"
3. Under "Cashier Center" click "Tuition and fees"
4. Click "Schedule of Fees"
5. Click "Undergraduate"
6. Calculate from the provided table

Scenario 2

Context

Sergio loves eating but does not have a car; he is wondering what dining choices he has on/near campus.

User Tasks

Find dining information and cafeteria pages, or possibly guides for dining near campus.

Scenario Question

What kind of food is available on ULL campus?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "Student Life"
3. Under "Other Services" click "Food services"
4. Mouse over "Dining" and look through each options
5. Mouse over "Plans" and look at how to access food

Scenario 3

Context

Now that Sergio's tuition is cheaper, he also wants to start picking up guitar classes so he can improve on his new guitar skills.

User Tasks

Find course information / extracurricular information and locate detailed information on guitar classes.

Scenario Question

Are guitar courses offered at ULL? If so, is there a special enrollment process?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click on "Student Life"
2. Under "Arts and culture" click "Continuing Education"
3. Type in "Guitar" in the search box
4. Select one of the search results
5. Click "enroll yourself"
6. Log on
7. Enroll

USER 3



User Group: Parents & Families

Name: David Cooper

Age: 52

Year/Occupation: Technician

Background Story: Mr. Cooper's only daughter is a high school senior, and she just received her acceptance letter from ULL. He works as a technician in a mediocre company. His wife is a homemaker, so he is the only one who is financially supporting the family. His primary concern is for his daughter's well being.

Scenario 1

Context

Mr. Cooper would like to know what the school environment is like.

User Tasks

Find out information in "About Us."

Scenario Question

Is the campus safe? What does the neighborhood look like?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "About Us"
3. Click "Area Profile"
4. Select the desired option and start reading

Scenario 2

Context

Mr. Cooper's daughter wanted to study biology in college, so he wanted to know whether the school has a good reputation in the field of science.

User Tasks

Find the history and facts about the school.

Scenario Question

What is the history of the school? What is its reputation?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "About Us"
3. Click "History of University"
4. Click again for "UL Lafayette's Academic"
5. Click "College of Applied Life Sciences"

Scenario 3

Context

Mr. Cooper's daughter decided to go to ULL, but he cannot afford to pay for the full college tuition.

User Tasks

Find financial aid information and look through the qualification to receive aid.

Scenario Question

Is there any financial aid for his daughter?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "Student Life"
3. Under "Financial Aid" click "Types"

USER 4



User Group: Faculty & Staff

Name: Laura Westfield

Age: 40

Year/Occupation: Advisor in Art Department

Background Story: Laura recently started looking into becoming a professor. She is also a researcher in Art History. She is not married and has no children, so she is concerned with her future financial security. She also has asthma.

Scenario 1

Context

Laura is wondering about the benefits at ULL (insurance or retirement plans), so she doesn't have to worry about living alone and caring for herself.

User Tasks

Find out about benefits and policies for a faculty member.

Scenario Question

What are the insurance or retirement policies for a faculty member at ULL?

User Steps (Based on Louisiana Site)

1. Click "Faculty & Staff"
2. Under "Administration & Policy" click "Faculty"
3. Click "Faculty Benefits"

Scenario 2

Context

Laura's asthma has been acting up again these couple of months, and she needs to make sure there is a doctor for her.

User Tasks

Find information on health system or possible hospital information nearby. Also find contact information of doctors/physicians.

Scenario Question

Are there health systems in ULL? If so, what/where are they and how would one be able to access them?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click on "Student Life"
3. Under "Other Services" click "Health"
4. Click "Local Hospitals"
5. Click on one of the google map marks displayed on the page
6. Copy and paste the name of a hospital into Google Search Engine

Scenario 3

Context

Laura recently moved to Louisiana and loves to socialize, so she would love to have nice coworkers.

User Tasks

Find faculty information, and find a list of Art history faculty members.

Scenario Question

Who are Laura's potential coworkers that she might see everyday?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "Academics"
3. Under "Undergraduate and Graduate Programs," click "Colleges & Departments · Departments A - Z · Majors A - Z"
4. Click "Arts"
5. Click "Visual Arts"
6. Click "Faculty"
7. Click "Art History"
8. Pick a faculty name

USER 5



User Group: Other (Alumni/Donor/Friends/Visitors)

Name: Jerry Lin

Age: 35

Year/Occupation: CEO

Background Story: Jerry studied Business and Economic at ULL ten years ago. He has become a successful businessman shortly after he graduated from college. He and his wife is planning a trip to revisit his college.

Scenario 1

Context

Jerry wants to know if there are any events for alumni during his time of visit.

User Tasks

Find information about any alumni events.

Scenario Question

Are there any alumni events? When and where will the event be held?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "Alumni, Donor & Friends"
3. Click "University Foundation"
4. Click "Events"

Scenario 2

Context

After visiting his college and recalling fond memories, Jerry decides to make a contribution to the school.

User Tasks

Find the instructions for making donations.

Scenario Question

Where and how can he make a donation?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "Alumni, Donor & Friends"
3. Click "University Foundation"
4. Click "Donate"

Scenario 3

Context

Jerry's wife convinces him to donate to a library. Jerry needs to find out who to speak to regarding this.

User Tasks

Find the contact information for someone in charge of fundings and donations for the school.

Scenario Question

Who can he discuss with about his donation during his visit?

User Steps (Based on Louisiana Site)

1. Enter URL "http://www.louisiana.edu/"
2. Click "Alumni, Donor & Friends"
3. Click "University Foundation"
4. Click "Contact"