

Personas

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1. Introduction

This document is based off of the *Persona Template* as linked from the assignment outline from McMaster University, COMP SCI 4HC3. The **design project** involves creating a new user interface and user experience for university student management software. The focus has been on developing an improved system design as compared to McMaster University's current Mosaic software. Other university's systems have been researched and studied in previous milestones, and those results have informed design decisions for our replacement.

This document initially presents the personas used to develop our design. These personas were created to archetype the most common user types, and have been integral to developing a product that will satisfy all of them.

Following the personas, we've included two HTA's to highlight the two most important functions of the software – enrolling in courses and viewing one's class schedule. The simplicity of the HTA's as compared to those created from existing systems is an attestation to our efforts to reduce the complexity of core interactions with the product.

Finally, design documents for each page of the system are included. These include several revisions for each page (some underwent more revisions than others). Along with each revision we've included a brief description of what motivated our changes, and how they improve upon the design. Initial revisions for each page were sketched on paper for rapid prototyping, and subsequent revisions were created in Photoshop.

2. Personas

2.1 Persona 1 – Primary persona

Trevor Clark



- Born: London, ON
- Age: 22
- 3rd Year Engineering Student at McMaster

“When do classes start?”

Trevor is a third year Civil Engineering student at McMaster. He currently lives 10 minutes away from campus with some friends he met in first year. Trevor’s parents are paying for his tuition and he has a student loan which he uses to pay for rent and food.

Trevor is unorganized and rarely goes to class. He also forgets to hand in assignments on time. Trevor is not a part of any clubs and prefers to spend his free time with his housemates playing video games.

Trevor has trouble remembering important dates, like his course selection or when his exams are. When he searches for information, he usually gives up after five minutes if he cannot find what he is looking for. Trevor would like it if the new course management system was quick and easy to use. He also would not mind it if certain information was made more accessible during certain times of the year (easy to see link to exam schedule around exam season).

2.2 Persona 2 – Secondary persona

Candice Smith



- Born: Oakville, ON
- Age: 18
- Grade 12 High School Student

“I don’t know what electives I want to take for university next year”

Candice has been accepted to the chemistry program at McMaster. Candice currently lives at home with her parents and will be moving into residence in the fall. Her parents are paying for her tuition, but Candice is paying for her residence and meal plan. Candice works part time at the Fortinos in her home town to save up money so she can go to the movies whenever new movies come out.

Candice has done well in all of her classes in high school and is a part of several high school groups; such as the volleyball team, track and field team and the Harry Potter fan club.

Candice has several electives that she can take, but she cannot decide which ones to enrol in. She has heard that she can change courses during the first couple weeks of class and plans on doing that if she ends up changing her mind. Candice has already made a list of classes she would like to take in her first year and is waiting for the course registration to open up. Candice would like the new course management system to allow her to browse all the courses available to her and would like it if there were descriptions for each course that she could read before she registers.

2.3 Persona 3 – Secondary persona

Adrian Lopez



- Born: Mexico City, Mexico
- Age: 20
- 2nd Year Geography Student on Exchange to McMaster

“I have a lot of new things to get used to in Canada”

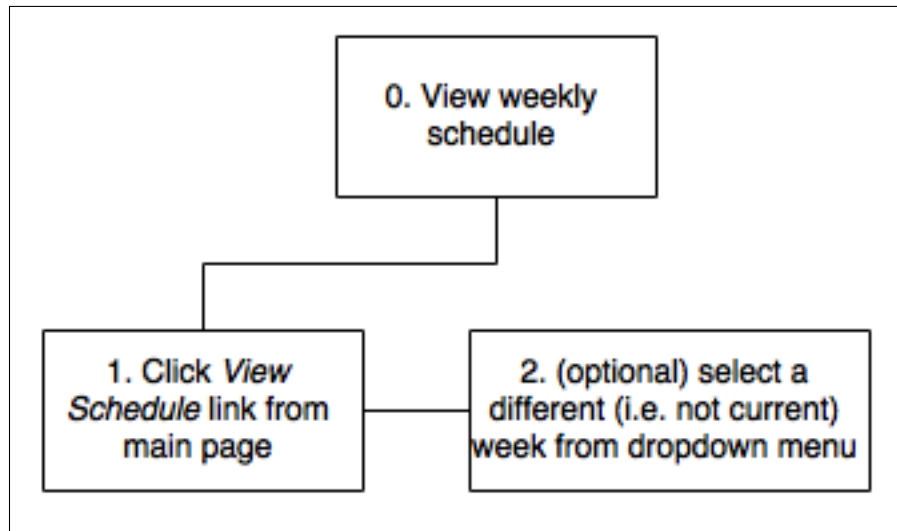
Adrian is a geography student from Mexico on exchange at McMaster for the year. Adrian is living in a house 20 minutes away from campus with other students in the foreign exchange program. Adrian’s tuition is being paid for by a grant he received for being a part of the foreign exchange program. His parents are giving him some money for rent and food but Adrian has to pay for some of it himself. Adrian is a hard working individual during the week and can be found in the Thode library between classes. Adrian likes to get all of his assignments done during the week so he can spend his weekend going to clubs with his housemates and friends.

Adrian is a part of the improv club which he regularly goes to. Adrian has chosen a light course load this year as he would like some time to experience Canada before he goes back to Mexico next September.

Since English is not Adrian’s first language he sometimes has trouble reading and understanding websites that are primarily text, and he can get confused while navigating to the information he is looking for. Adrian would like it if the new course management system was easy to navigate and intuitive enough that he doesn’t need to read an instruction manual to know how to use it.

3. Hierarchical Task Analyses

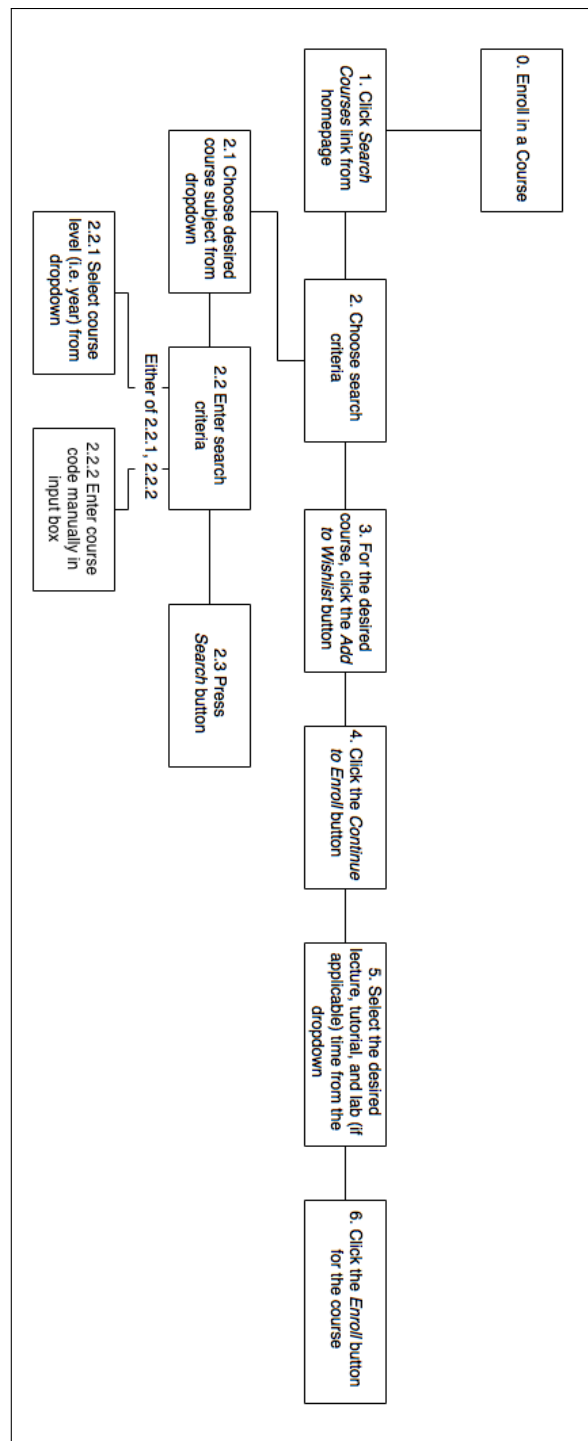
3.1 HTA 1 – Viewing weekly Schedule



Plan 0: do 1 – 2 in that order (to view schedule for other week and/or term)

Plan 1: do 1 only (to view current week's schedule)

3.2 HTA 2 – Enrolling in a Course



Plan 0: Do 1–2–2.1–2.2–2.2.1–2.3–3–4–5–6 in that order (to view all courses for one subject and year in the search listings page)

Plan 1: Do 1–2–2.1–2.2–2.2.2–2.3–3–4–5–6 in that order (to view a specific course via subject and course code in the search listings page)