

### **Persona A**

Name: Julia Brown

Differentiator: current admission officer at Carleton

Who is it:

- An alumna coming back to work for Carleton
- Poli-Sci major; studied HR Management in graduate school
- 35 years old
- Married
- Has a daughter and a son
- Passionate, open, responsible, considerate, and creative

Goals:

- Be updated with the trends of younger generations
- Know the general distribution of people with different majors

Attitude:

- Willing to know how many students graduated with different major
- Desire to know more about the future of each major

Behavior:

- Directly search for the percentage first
- If I feel satisfied, will wander around the website to see if there is any other useful information, such as possible jobs, salaries, companies, etc.
- Possible frustrations:
  - Cannot find the target major
  - The statistics are hard to read
- Encouragements:
  - Other related information
  - Data is clear and self-explanatory

### **Persona B:**

Name: iComps Inc.

Differentiator: Employer looking for new hires

Who is it:

- Software start-up based out of Redmond, WA
- Looking to hire new employees for a variety of positions
- Curious, hard-working, open, outgoing, meticulous

Goals:

- Having the perfect new hire for their available positions
- Having tangible, desirable benefits that attract new entry-level work
- Providing reasonable pay for their new hires, to improve retention rate in the long term
- Understand the current market trend in entry-level work for undergrads

Attitude:

- Aspiration to treat new employees fairly in any way possible
- Desire to be better than the industry standard for entry-level employees

Behavior:

- Make well-informed decisions for their employees based on their own research
- Less likely to scan relevant data they find on a given site; more likely to think and process that data
- Slow decision maker
- Frustrations:
  - Data is visually ambiguous
  - Not enough data to help them
  - Website is a waste of time to navigate, and too cluttered
- Encouragements:
  - Easy to navigate to relevant data per major
  - Data is visually appealing and informative

### **Persona C:**

Name: Andrew Smith

Differentiator: College student

Who is it:

- A sophomore at a Liberal Arts College
- Currently undeclared
- 19 years old
- Ambitious, curious, open-minded, and hard-working

Goals:

- Observe potential majors.
- Choose a major that is closely related to his interests.
- Have a career with a respectable salary

Attitude:

- To know the statistics for certain majors
  - Graduation rate
  - Popularity
  - Salary after college
- Finding the best possible majors
  - A balance between field of study and salary

Behavior:

- Looks at the statistic of familiar majors
- Compare the statistics of majors of interest
- Possible frustrations:

- Data does not necessarily include student loans for graduates
  - Does not help the user to decide or narrow down on a major
  - Information/data is too clustered
- Encouragement:
  - The site provides users with useful information
  - It is easy to navigate around the website