

Personas

Jordan Lee

Age 19

Freshman at UNCC

Grew up in Charlotte NC, passionate about science and find new ways to create sustainable materials. Family values higher education, familiar with educational apps and uses social media for education information and for networking. Jordan hopes for research opportunities in environmental science.

Sophia Smith

Age 20

Junior at UNCC

Business Administration

Transferred from a out of state community college, works a part time job. Current goal is to enter graduate school in order to gain further education in business while hoping to gain an internship opportunity. Currently struggling with deadlines for class and focusing on school.

Ava Jones

Age 22

Recent graduate at UNCC

Majored in Sociology

Actively involved in campus events and organizations. Completed several internships for non profit organizations as well as being a part of a large research group at school.

Considering graduate school programs in social work and wants guidance on application process and information about courses from current students

James Burts

19 years old sophomore at uncc

From kannapolis NC

Went to a local high school

Has several friends that went into various unc universities and complex majors/programs

Likes to play games and tinker with some development of game behaviors

Has two dogs at home and a younger brother in his family

Uses some generative platforms for homework sometimes and is interested in how they work and what applications they could be used for

Because of his friends and their paths at university, James is interested in what options are available to him at UNCC since it is local and most likely easiest to work with a job because of the size of Charlotte

James has looked over the website of UNC Charlotte and found it to be a bit confusing to navigate and really what the programs are really about and what all they entail.

Ellie Queens

21 year old senior at UNC Charlotte

Psychology major

Transferred from a community college to uncc the previous year for a better education/more opportunities

Struggling with what steps to take and how to go about getting recommendations for a graduate program application

Having experience working with kids and young adults via babysitting and youth groups at her local church

has given Ellie a boost in her confidence of fundamental psychology theorems and her interpersonal skills.

Because of her confidence in her social skills, Ellie is finding the recommendation process frustrating as she does not know who to turn to and how to approach them for such an important program.

Madison Shells

17 year old senior at providence high school

Wants to see what options uncc has for graduate programs and if it would be smart to go there for undergrad/graduate school

Map with Persona Ava Jones

Discover

Learn

Use

Goal

Ava Jones

Recommended the website via a friend also looking for graduate programs and more information with uncc

Hit the landing page and explored the various links to the programs sections, forums, and linked contacts for more information and advising/faculty directly with the university

Interacts with the forums for student input and researches what programs are within her field based off her undergrad major

Ava found a program in sociology that focuses on research opportunities based off several student recommendations and reviews and used the in-house integrations to contact an advisor for starting her application with materials that she has prepared