

Personas

Steven Hutchins



Age: 39 years old

Century College association: parent

Other details: married, account manager

Background: Steven and his wife Lisa are liberal arts college graduates, happily married with daughter Charlotte, son Oscar, and rescue dog Ava. They live in a single-family home in a middle-class suburb. Lisa's job as a nurse means she is away more often than Steven, who works from home.

Sixteen-year-old Charlotte is soon to be a junior at the local public high school. She doesn't have a career focus yet and is under-stimulated by her high school classes, leaving her with the capacity for more. Though Lisa has no direct connection to Century College, she knows of it through some of her colleagues who went through their nursing program and has suggested that they look into PSEO courses for Charlotte.

Steven and Lisa are not necessarily concerned with tuition amounts, credit transfers, or getting Charlotte a head start in secondary education. Instead, they want her to have interesting, life-building experiences to expand her horizons and supplement her high-school experience. If the courses end up being transferrable or helping Abbie decide on a career, all the better.

Use Scenario: Steven wants to know what PSEO courses are offered at Century. He is hoping there is a wide variety so that they can discuss with Abbie whether she wants to take business courses, trade skills courses, or both. He wants an overview list that is easy to scan but also a more detailed list for when they delve into the specifics of a certain course. He will access these pages from his desktop but when he forwards them to Charlotte, she will access them on her iPhone. They will also print the course list so that they can mark it up with notes.

Maxwell Alvarado



Age: 19 years old

Century College association: current student

Other details: single, lives at home

Background: Max is a first-generation college student, and his ultimate plan is to graduate with an engineering degree from the U of M. His parents dutifully saved enough money for two years' tuition at the U, so he is saving money by taking some general credits at Century before transferring. He is currently in the middle of his first year at Century and paying the tuition via a student loan.

Use Scenario: Max is deciding whether he transfers to the U this year or stays one more year at Century. While the decision is largely financial, Max wants to consider what classes he could/would take next year if he stayed, how/what credits would transfer to the U, and how applicable they are to his career aspirations. He's doing the research on his laptop.

Marjorie Hanson



Age: 57 years old

Century College association: prospective student – adult education

Other details: retired, divorced

Background: Marjorie is a young grandma who likes to stay active and hip. She was lucky enough to retire early; after the stress of a contentious divorce and decades as a computer programmer, she has finally settled in her new single-family home in south Minneapolis.

With an eagerness to spend more time outdoors, she is interested in focusing her new-found freedom and spare time on maintaining her new yard, starting flower and vegetable gardens, and perhaps volunteering at a local park or nursery. She knows she can learn a lot through her own internet research but would like to take her knowledge and experience a step further by taking horticulture classes.

Use Scenario: Marjorie is researching several options for horticulture classes, starting with a basic google search. There are classes at neighborhood community centers, nurseries, and higher learning institutions, all with varying degrees of investment and outcome. As she compares the options, she would like to know the types of horticulture classes offered at Century, how they fit into a program (in case she decides to actually get a certification or degree), their cost (though not a huge consideration), and what it takes to apply.