

Information Architecture

Five User Personas for GSU.edu

By Tiffany Tse, Cindy Chen, and Victoria Ly

User Case 1: High School Student

User Background:

Name: Josh Adams

Senior in high school and a recent admit to GSU.

Josh is a baseball player for his high school and has been recently admitted to GSU on an athletics scholarship. He is extremely excited to be playing for GSU. He is also looking to study Political Science and wants to consider law school in the future.



User Context:

Josh wants to browse the course offerings page so he can figure out his 4-year plan. He wants to know which courses he should sign up for in the fall and whether or not he has any required GE classes he has to take. He also wants to get a feel for the pre-law community on campus whether it is on-campus resources or any clubs/organizations that he can get involved in. In order to better plan out his year, Josh wants to get more information on the baseball website.

Scenario 1	Scenario Question
Josh wants to know what Pre-law programs are available at GSU.	Are there any on campus resources or clubs/organizations that help pre-law students?
User Tasks	User Steps (Current)
Find Pre-Law organizations and resources at GSU.	1. Enter URL "GSU.edu" 2. Search "pre-law" in the search bar on the top-right corner of the page. 3. Click department of Political Science: Pre-Law http://www2.gsu.edu/~wwwpol/4166.html
Scenario 2	Scenario Question

Josh wants to know what classes to take for his first quarter/semester.	What are the GE requirements and what courses should he take his first quarter/semester?
User Tasks	User Steps (Current)
Find the 4-year plan for Josh's Pre-law Major.	<ol style="list-style-type: none"> 1. Enter URL "GSU.edu" 2. Under the quick links, select "University Catalog" 3. Under content for Web Versions, select "2013-2014 Undergraduate Catalog" 4. Select "BA in Political Science- Pre-law Concentration"
Scenario 3	Scenario Question
Josh wants to know if there are any schedules that are available for him to look at to get a sense of how busy he's going to be.	When are the games?
User Tasks	User Steps (Current)
Find the Baseball schedule	<ol style="list-style-type: none"> 1. Enter URL "GSU.edu" 2. Select "Athletics" on the navigation bar. 3. Under the Navigation bar for Georgia State, select Sports and a pull down menu would appear. Then select "Schedule" under baseball.

User Case 2: Parent with Junior Kid

User Background:

Name: Dale M. Oritz, Parent, 44
Dale is a married, hard working father and has a daughter, Anita, who is currently a junior high school student. He works as a technician lead for his company and lives a comfortable middle-income lifestyle.



User Context:

He is currently researching for colleges to help motivate his daughter in her preparation for the SAT. Additionally, he wants to look into how much it would cost to send his daughter to higher education and how he and his wife should prepare the family's budget.

Scenario 1	Scenario Question
Dale wants to know what kind of extracurricular activities or organizations GSU offers that would appeal to his daughter, knowing that she is slightly introverted.	What does GSU offer in terms of extracurricular activities and on-campus organizations?
User Tasks	User Steps (Current)
Find a list of organizations.	<ol style="list-style-type: none">1. Enter "www.gsu.edu" into the URL search2. Select "Students" from the quick links3. Select "Campus Life" from the drop-down4. Under "Student Organizations", select "Search for Organization" button <p>This takes the users to a page where they can search for GSU Student Organizations via the search feature, by an alphabetized</p>

	list, or by categories. http://gsu.orgsync.com
Scenario 2	Scenario Question
Dale wants to know if the school offers good food so that he does not have to worry about his daughter's health and Freshman 15.	What kinds of food does GSU offer and are they healthy choices?
User Tasks	User Steps (Current)
Research the dining halls and what they offer.	<ol style="list-style-type: none"> 1. Enter "www.gsu.edu" into the URL search 2. Select "Students" from the quick links 3. Select "Dining" from the drop-down 4. Select "Dining Halls Menu" from the NavBar 5. Select "Piedmonth North" or "Patton Hall" <p>Depending on which dining hall is selected, users can view the menu of the respective menu.</p> <p>http://131.96.147.201/foodpro/location.asp</p>
Scenario 3	Scenario Question
Dale is curious if the board of living is more expensive than letting her daughter in an apartment nearby the campus.	How much is the board of living?
User Tasks	User Steps (Current)
Find how much it cost for board of living.	<ol style="list-style-type: none"> 1. Enter "www.gsu.edu" into the URL search 2. Select "Students" from the quick links

	<ol style="list-style-type: none">3. Select "Housing" from the drop-down4. Select "See Rates & Payments"5. Select "Room Rates Fall 2014 & Spring 2015" <p>The page provides current room rates and provides the projected cost of housing and meal rates.</p> <p>http://myhousing.gsu.edu/rates/</p>
--	--

User Case 3: Current Undergraduate Student

User Background:

Name: Connie Jones, 3rd year Undergraduate Student, 21
Connie is currently a 3rd year undergraduate student @ GSU, studying Communications. She feels that she is becoming complacent with her current lifestyle.

User Context:

Connie wants to study abroad before she graduates. She does not have a preference for which countries but she is hoping to study abroad for a semester or during the summer. She is also interested in becoming more involved with her community and having a more active campus presence either through community services programs or joining a sports club.



Scenario 1	Scenario Question
Connie wants to look into study abroad programs for next year that could potentially help with her Communications major (electives, etc).	What are some study abroad programs I can look into for next year and what are the deadlines?
User Tasks	User Steps (Current)
Search for Communications program and their respective deadlines	<ol style="list-style-type: none">1. Enter "www.gsu.edu" into the URL search2. Select "Global Engagement" from the main navbar.3. Select "Study Abroad" from the drop-down4. Under "Explore & Apply", select "Search Programs" from the drop-down5. Search "Communication" in the search function (or any keyword)6. Select "Search" The page provides current room rates and

	<p>provides the projected cost of housing and meal rates.</p> <p>http://www.studyabroad.gsu.edu/index.cfm?Program_Type_ID=O&Program_Name=communications&pt=%7F&pi=%7F&pc=%7F&pr=%7F&FuseAction=Programs.SearchResults&SimpleSearch=1</p>
Scenario 2	Scenario Question
<p>Connie is looking for ways to be more involved with the community and is looking for ways to take part in some sort of community service.</p>	<p>What are some community service events I can sign up for?</p>
User Tasks	User Steps (Current)
<p>Find an upcoming event that she can volunteer.</p>	<ol style="list-style-type: none"> 1. Enter "www.gsu.edu" into the URL search 2. Select "Students" from the quick links 3. Select "Campus Life" from the drop-down 4. Select "Serve" from the navbar 5. Select "Volunteer Opportunities" 6. Select "Hosted Events" from the sidebar <p>The page provides a list of events at which GSU consistently volunteers and its respective contact information.</p> <p>http://service.gsu.edu/get-involved/hosted-events/</p>
Scenario 3	Scenario Question
<p>Connie wants to join a sports club, preferably cycling or rock climbing, as soon as possible if her plans for studying abroad fall through.</p>	<p>What are some sports clubs GSU offer and how do I get started?</p>

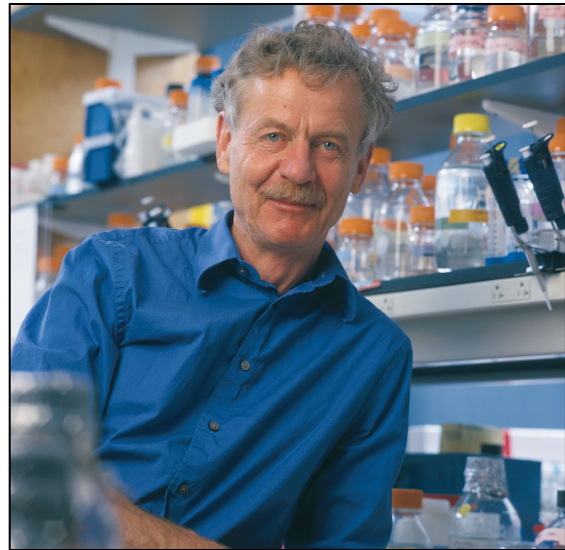
User Tasks	User Steps (Current)
<p>Research whether or not GSU has the sports club she is interested in joining and what are the immediate steps to join.</p>	<ol style="list-style-type: none"> 1. Enter "www.gsu.edu" into the URL search 2. Select "Students" from the quick links 3. Select "Recreation" from the drop-down 4. Select "Sports Club" from the navbar 5. Select "Current Clubs" from the sidebar <p>This page provides a list of current sports club, a PDF link to relevant contact information, and a participant application form.</p> <p>http://recreation.gsu.edu/intramurals-clubs/sport-clubs/current-clubs/</p>

User Case 4 : Faculty (Visiting Professor)

User Background:

Name: Dr. Peter Grunman

Dr. Peter Grunman is a visiting professor from the University of Munich in Germany. He came from Germany with his family. In Germany, he is a professor of biology and interested in studying cell biology. As a result, he is working on a research project that is coordinated with a GSU professor on protein-protein interactions that deal with bacteria communications in the Savannah River. As a visiting professor at GSU, he received request to teach a class in his field and has worked hard to prepare content/course material/grading scheme for his students.



User Context:

He is interested in online faculty support for himself and his students such as entering grades for recent exams and homework and creating a reasonable class syllabus according to University policies. He recently started working at GSU for 2 months ago and has trouble getting around the huge campus. He has a car that he imported from Germany so he doesn't have to buy a new car in the States and trouble finding parking around the campus.

Scenario 1	Scenario Question
Dr. Grunman wants more funding for his research in which it is running low on funds. He has been looking up online for different types of grants that he could get for his research.	How do I find resources for my research?
User Tasks	User Steps (Current)
Go to the university website to look up what types of grants and/or funding that he could get for one project that he is	For users like Dr. Albert, users would need to execute the following steps: 1. Got to "gsu.edu"

working on with another professor.	<p>2. Under the tab “Research” http://research.gsu.edu/</p> <p>3. Under the tabs “Resources” click on “Find Funding”</p>
Scenario 2	Scenario Question
<p>It is the day before first day of class and Dr. Grunman doesn't know where his classroom that he is going to be. He has asked his colleagues that never leave the lab expect to go to the local bar 2 miles away from campus. His class room is somewhere at Pattron Hall. He wants to be close the classroom so he can drive back to his lab.</p>	<p>Where can I find my classroom around the Campus and be close to a parking lot?</p>
User Tasks	User Steps (Current)
<p>Go on GSU's website to find a map around campus and search for Pattron Hall</p>	<p>For users like Dr. Grauman, users would need to execute the following steps:</p> <ol style="list-style-type: none"> 1. go to gsu.edu (the homepage) 2. click on the “Campus Map” link 3. Find the building on the map by searching it interactivity on the website and see where the closest parking is 4. <i>Alt:</i> Type into search bar to find the building.
Scenario 3	Scenario Question
<p>It's a week before class start and Dr. Grunman forgot to put the Cheating policy on his syllabus. Dr. Grunman has already completed the grading section and course schedule section. He</p>	<p>Where do I go to put Academic Dishonesty policy on my class syllabus ?</p>

wants to students to know he will not tolerate cheaters in his class beforehand.	
User Tasks	User Steps (Current)
Building the class according to university policies on student affairs	<p>For users like Dr. Grauman, users would need to execute the following steps:</p> <ol style="list-style-type: none"> 1. Hover Faculty and Staff to click on "University Policies" 2. Click on Search Policies 3. In the Dropdown Menu, Click on Student Affairs 4. Click on Academic Honesty <p>https://app.gsu.edu/policies/search_policies.cfm?view_policy=4347</p>

User Case 5: Alumni looking to make donation

User Background:

Name: Amy Mercer

Amy is an alumni at GSU and is currently based in San Diego. She is the Chief Operating Officer at a Biotech company in Carmel Valley.

User Context:

She is looking to give back to GSU for helping contribute towards her success today. She is looking to donate to the school to help fund those who want to go into business. She is also looking to recruit student interns this upcoming summer to work in San Diego. Lastly, she wants to attend a golf tournament at GSU because she used to play golf in college.



Scenario 1	Scenario Question
Amy wants to give back to her school and wants to know how to donate to the school.	How can I donate to GSU. Can I donate to a particular fund?
User Tasks	User Steps (Current)
Find the donation page under GSU.edu	<ol style="list-style-type: none">1. Enter URL "GSU.edu"2. Click on "Alumni" under the navigation bar.3. Click on "Give" under the quick link bar on the top of the webpage.4. Click on "Ways to Give" under the Development section at the Footer.5. Section the link "Make a Gift" under the main content.6. Final page: https://netcommunity.gsu.edu/make-a-gift

Scenario 2	Scenario Question
Amy wants to know how she can recruit summer interns for her biotech company.	Where can I post a job posting for summer interns?
User Tasks	User Steps (Current)
Find the career job posting page.	<ol style="list-style-type: none"> 1. Enter URL "GSU.edu" 2. Under the quick links, select "Career Services". 3. Under the navigation bar, select "Recruiters".
Scenario 3	Scenario Question
Amy wants to find the golf tournament schedules to see if she can attend a match when she visits for recruitment.	Will there be a golf tournament when I go on campus to recruit for the summer?
User Tasks	User Steps (Current)
Find the Golf schedule.	<ol style="list-style-type: none"> 1. Enter URL "GSU.edu" 2. Select "Athletics" on the navigation bar. 3. Under the navigation bar tab "Sports" select "Schedule" under the Women's Golf section.