



Steve

Potential Mature Student

Background

26 years old, works in a factory as a production operative but has a keen interest in web and graphic design of which he practices at home in his spare time. Yet to move out of parents' house in the town he grew up in. Wants to utilise the skills he's developed by potentially doing a degree in something relevant to them. Wants to learn. Has GCSEs and A-levels.

Goals

- To locate a suitable undergraduate degree
- To attend an Open Day
- To gain a place at university

Needs

- IT resources available to the department
- Course summary - how much HTML/CSS/JavaScript will be taught/how much front-end design the course will incorporate
- Open Day dates

Tasks

- Find details of IT resources available to the department
- Read student course testimonials
- Find date and location of next Open Day

"I know a little bit about web design and want to find a degree that's relevant to that. I'm interested mainly in what each course has to offer on a technical level."



User Scenario

Steve's fed up of working as a production operative and decides he wants to go to university to pursue his interest in web design. He accesses the website after work to look at student testimonials of the degree courses available.

1

Arrives on home-page and looks for a link to something like 'courses' or 'subjects'.

2

Clicks link to courses. Scans the list to see if there are any he likes the name of.

3

Comes across 'Web Development' in the list and clicks the link.

4

Reads the student testimonial and then leaves the site.

1. A link to the degree courses needs to be immediately visible, if in a menu it should be the top option.
2. Clear headings to denote each course name in a list. Can be simple.
3. Needs to be made obvious that the course name is a link to more information.
4. The testimonial should be believable and relevant to someone like Steve by referring to some technical aspect of the course even if only briefly.

User Journey

Steve's journey through the website



HOMEPAGE



COURSES



WEB
DEVELOPMENT
STUDENT
TESTIMONIAL



User Scenario 2

Steve's fed up of working as a production operative and decides he wants to go to university to pursue his interest in web design. He accesses the website after work to see what IT resources are available to the department.

1

Arrives on home-page and looks for a link to 'Resources' or something similar.

2

Finds a link labelled 'Facilities' and clicks it.

3

Details of technology in the Multimedia Resource Laboratory are listed.

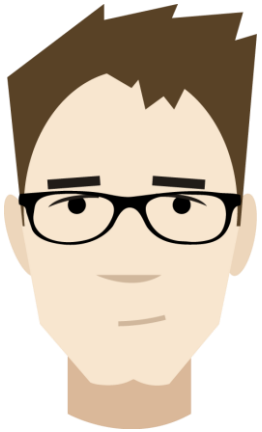
4

Makes a mental note of the iMacs and leaves website.

1. It should be under a logical menu heading if it isn't the first item in the menu.
2. 'Facilities' hopefully describes what he's looking for.
3. This should boast about the iMacs and IT Zones with photos to match.
4. Satisfied and achieved his aim.

User Journey 2

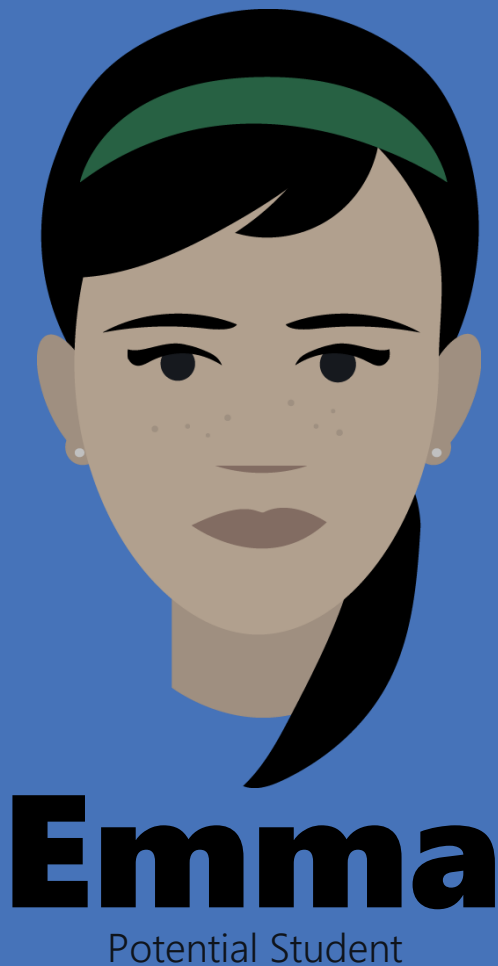
Steve's journey through the website



HOMEPAGE



'FACILITIES'



Background

Just started doing her A levels at a local college and has started to look at degrees available to her given her chosen subjects. As she has only recently started college information such as entry requirements may not be her focus as much as what the course and/or area at the university contains/provides them with. Being a younger student a large amount of text may be unappealing and therefore the standard university course sites may prove as being somewhat boring and cause disinterest due to the large amount of information and choice available.

Goals

Idea of what she wants to do as a potential career

Suitable undergraduate degree

Start looking at open days

Get a good look at the city she is going to be staying in

Needs

What the course entails

Information about living in the city (nightlife, accommodation etc)

How student finance works.

Tasks

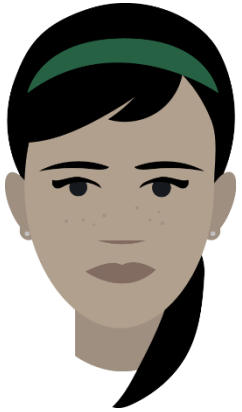
Browse undergraduate degrees

Look at accommodation

Learn about life in the city

Look at open day dates

"I'm not sure what course I want to do but I want to be able to achieve a decent enough degree that finding a job won't be difficult"



User Scenario

Emma wants to get some student opinion on where she might be living. She accesses the website to look at what students had to say about the accommodation options.

1

Arrives on homepage and scrolls down to see if there's anything regarding accommodation.

2

Looks at navigation headings and clicks on a link named something like 'accommodation'.

3

Looks for a photo of a student or an obvious quote somewhere on the page.

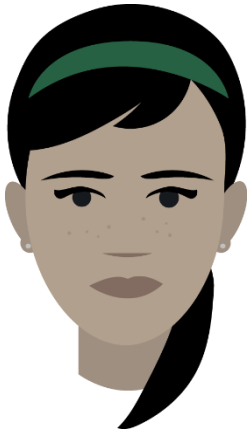
4

Reads the quote/student testimonial then leaves the site.

1. The homepage could have a 'useful links' section that links to the most popular pages.
2. A link to the accommodation should be one of the top level navigation headings.
3. A photo of a student is traditionally used to indicate a testimonial.
4. Maybe provide a testimonial for each of the most popular university halls.

User Journey

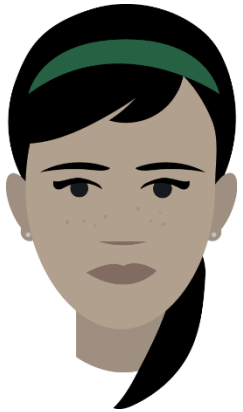
Emma's journey through the website



HOMEPAGE



ACCOMMODATION



User Scenario 2

Emma wants to know where students go out at night around Manchester. She accesses the website to see if there are any features on the topic.

1

Arrives on home-page and clicks on a link named something like 'Manchester nightlife'.

2

Greeted by a list of clubs and bars she reads each paragraph.

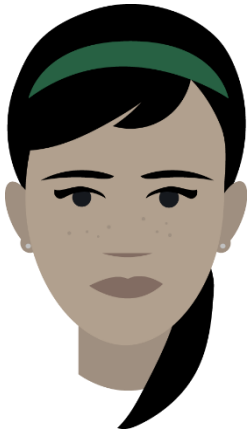
3

Satisfied with the content, she leaves the website.

1. A link to nightlife in Manchester should be one of the top level navigation headings.
2. A photo of each club or bar could go alongside each paragraph for added interest.

User Journey 2

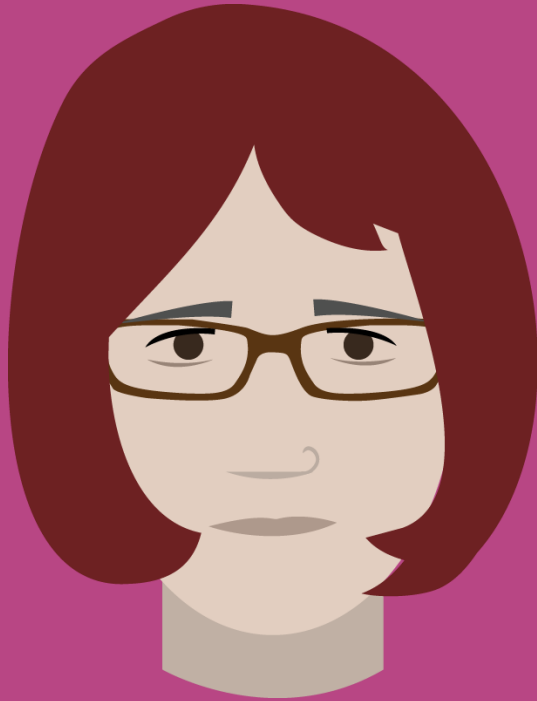
Emma's journey through the website



HOMEPAGE



MANCHESTER
NIGHTLIFE



Susan

Mother

Background

48 years old, secondary school English teacher. Susan's eldest son is looking to apply for university and has said he wants to work in IT. Susan does not know much about computers besides emailing and printing for work, but wants to learn about the different degree courses available locally to her son and whether or not it is a good choice for him.

Goals

Learn about the subject
Where her son would be residing
How much it will cost

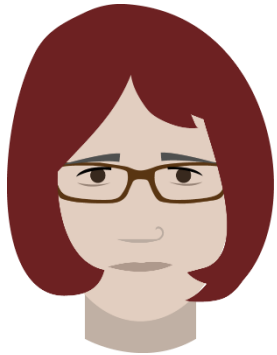
Needs

Location of university campus and halls of residence
Tuition and maintenance fees
Understandable explanation of course material
Prospective career opportunities

Tasks

Browse undergraduate degree courses
See visual examples of student work
Simple information about the area and student finance
Information from past graduates

"I don't know much about computers, but I want my son to have the best education possible to provide for his future. Most of all, I want to know that he'll be safe."



User Scenario

Susan wants to know what sort of career opportunities might be available to her son should he wish to do an information and communications degree. She accesses the website after work to look for any student testimonials on their careers since leaving the department.

1

Arrives on homepage and scrolls down to see if there's anything regarding careers.

2

Looks at navigation bar and hovers mouse over the most relevant sounding heading.

3

Clicks the menu item labelled something like 'Careers'.

4

Reads the content of the page then leaves website.

1. The homepage could have a 'useful links' section that links to the most popular pages.
2. The menu headings will reveal a sub-menu on hover.
3. Card sorting will determine which heading this menu item falls under.

User Journey

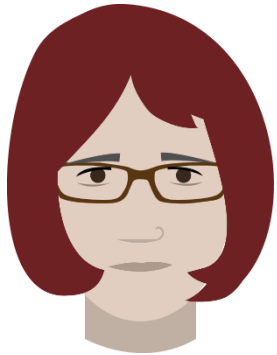
Susan's journey through the website



HOMEPAGE



CAREERS



User Scenario 2

Susan wants to know where the university campus is located in case she wants to visit or attend an open day with her son. She accesses the website after work to find out the campus address.

1

Arrives on homepage and scrolls down to see if there's anything about the campus address.

2

Gets to the footer and notices there are contact details.

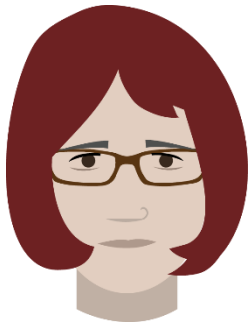
3

Takes a note of the campus address then leaves website.

1. The homepage could have a 'useful links' section that links to the most popular pages.
2. It's common to have contact details in the footer. Could consider having a link to a specific contact page in the main navigation bar also however, as some people may not be aware of this.

User Journey 2

Susan's journey through the website



HOMEPAGE



STAYS ON
HOMEPAGE,
SCROLLS DOWN
TO FOOTER