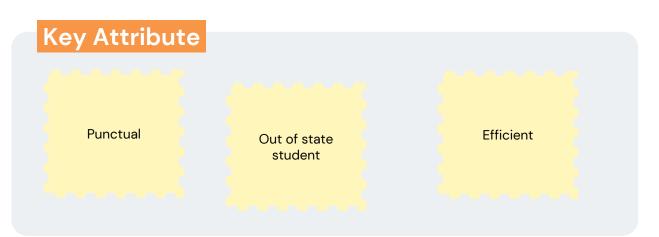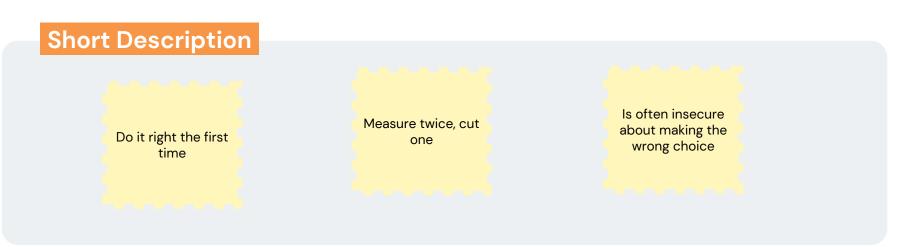# User Persona

Sally Smith
A second-year computer science student at UVA

Key Attribute

Punctual

Out of state student

Efficient

Short Description

Do it right the first time

Measure twice, cut one

Is often insecure about making the wrong choice

Needs

A way to tell which classes to see and avoid

Save time during registration

Confidence in course choices

Challenges

Needs some way to understand courses at UVA

Will often get overwhelmed

A general distrust of UVA academic advisor resources

Opportunities

The ability to compare multiple things would be interesting

The ability to visualize classes and put greater meaning behind the somewhat esoteric terms used to describe courses

Contextualizing what is a bad and good professor on a relative basis

User Persona

Jim
Uva professor of law

Key Attribute

Punctual

Likes running

Professor

Short Description

Uva Professor of law, but hobbyist philosopher on the meaning of the "A" in "UVA"

Needs

A way to understand why students give him the course reviews he gets

Some knowledge of how to update education based on a changing world

Challenges

Students will often bias their results to what suits them

Does not want to just give good grades and little work to get better course reviews

Figuring out what the "A" means

Opportunities

Educating on how students review courses and how students think about course reviews

Thinking about how the course curriculum has shifted over the years

How does one instructor "stack" up to others in their department?