

Five User Personas for IU.edu  
By Kyle Frost, Matt Soave, and Ross Campbell

**Travis Harris**

College Professor, 34 years old

Travis is a professor at the University of Florida, and has taught chemistry there for 6 years. He got his PHD in physical chemistry from the University of Chicago. He recently got married and he and his wife are looking to move to Indiana, closer to his wife's family. After talking with some of his colleagues, he is interested in a job somewhere in the IU system. He enjoys cycling and triathlon in his free time, and is an avid outdoorsman. He'd like to continue teaching inorganic chemistry as well as continuing to research in that field, but is open to other options.



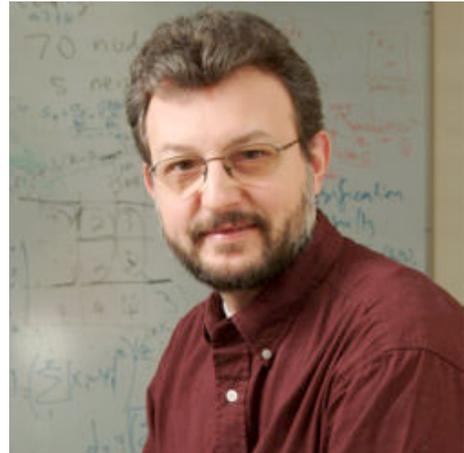
Goals	Needs
Find out general information	Campus info
Find available positions	Search job openings
What research is going on?	Find out what cutting edge research is being conducted

User Tasks	Scenarios
Get information	<ol style="list-style-type: none"> <li>1. Enters URL into browser</li> <li>2. Selects the campus he is interested in</li> </ol>
Find available positions	<ol style="list-style-type: none"> <li>1. Enters URL in browser</li> <li>2. Rolls over "Information For..."</li> <li>3. Clicks on Prospective Employees</li> </ol>
Find current research	<ol style="list-style-type: none"> <li>1. Enters URL in browser</li> <li>2. Rolls over "About the University"</li> <li>3. Clicks on "Research and Publications"</li> </ol>

## Jameson Henry

Alumnus, 45 years old

Jameson graduated from IUB in 1984 with a BS in Computer Science. He was recently promoted to senior development manager at Qualcomm, developing mobile applications for smartphones. He would like to keep up with research being conducted at IUB since he graduated and scope out potential hiring candidates. Since the promotion came with a raise, he figures that its about time he donate some money to the school and would like to know how to do that. He hasn't really been keeping up with IUB in the news, so he'd like to see how the sports teams have been doing in the last couple of years.



Goals	Needs
Information on research	Access to current articles and publications
Donate to IUB	How to donate and where the money goes
sports teams	Wants to find the latest information on sports teams.

User Tasks	Scenarios
Getting information on current research	<ol style="list-style-type: none"><li>1. Enters URL into browser</li><li>2. Rolls over "About us"</li><li>3. Clicks "research and publications"</li></ol>
Donating to IUB	<ol style="list-style-type: none"><li>1. Enters URL into browser</li><li>2. Rolls over "campuses"</li><li>3. Clicks Bloomington</li><li>4. Selects "Information For..." in top navigation</li><li>5. Clicks "Alumni and Friends"</li><li>6. Reads info on how to donate</li></ol>

See how the sports teams are doing	<ol style="list-style-type: none"> <li>1. Enters URL into browser</li> <li>2. Rolls over “news and headlines”</li> <li>3. Clicks Athletics</li> <li>4. Browses articles on the latest sports news</li> </ol>
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**Susan Prescott**

High School Senior, 18 years old

Susan is a female high school senior in the San Francisco bay area. She is currently a member of ASB and the yearbook staff. She is taking a mixture of honors and AP courses. She is currently unsure of what academic path she would like to pursue. And she’s very interested to research available academic options. Additionally, she wants to establish a strong group of friends in college. She’d like to develop strong friendships amongst other young ladies, but she’s certainly not opposed to meeting the opposite sex. Though campus life interests her, she’s hoping to find a university that offers a strong variety of off campus venues and activities.



Goals	Needs
Wants to know general information about academic offerings	Access to academic offerings
Wants to know about on campus organizations and sororities	Access to information regarding social organizations
Wants to know about the off-campus activities available	Access to information regarding off-campus events and activities

User Tasks	Scenarios
Learn about undergraduate majors offered at the school	<ol style="list-style-type: none"> <li>1. Enters URL into browser</li> <li>2. Scrolls over the “Information For...” top navigation</li> <li>3. Clicks “Prospective Students” link</li> <li>4. Clicks on “Academics” link in left sidebar</li> </ol>
Learn about social organizations on campus	<ol style="list-style-type: none"> <li>1. Enters URL into browser</li> <li>2. Scrolls over top navigation until reaching “Information For...” link</li> <li>3. Clicks on “Prospective Students” link</li> <li>4. Clicks on “Student Life” link of left sidebar</li> <li>5. Scan through the content of the Prospective Students page to look for information regarding student organizations</li> </ol>
Learn about off-campus events and activities	<ol style="list-style-type: none"> <li>1. Enters URL into browser</li> <li>2. Scrolls over top navigation until reaching “Information For...” link</li> <li>3. Clicks on “Prospective Students” link</li> <li>4. Clicks on “Student Life” link of left sidebar</li> <li>5. Scan through content of the Prospective Students page to look for information regarding off-campus activities and events</li> </ol>

## Jordan Berry

High School Junior, 17 years old

Jordan is a male high school junior that’s just starting to investigate possible college options. He was made aware of the Indiana University after watching a basketball game on television. He plays basketball in school and is interested in the athletic departments of various universities -- one of which, is Indiana University. But, he’s quite aware that there are a variety of



requirements to get into the University and he'd like to figure out what would be required of him. Also, as a young male, he's very interested to know what the female to-male ratio is within the University of Indiana. He'd prefer the distribution to be weighted heavily in the female direction.

Goals	Needs
Wants to know about general sports atmosphere on campus	Access to sports offerings
Wants to know about expectations and requirements necessary to get him into college	Access to requirements necessary to get into the college
Wants the gender breakdown/statistics of each campus within the university system	Access to facts/statistics about each campus

User Tasks	Scenarios
Learn about sports offerings at the university	<ol style="list-style-type: none"> <li>1. Enters URL into browser</li> <li>2. Scrolls over the "Information For..." top navigation</li> <li>3. Click on "Prospective Students" link</li> <li>4. Looks for an athletics link or topic</li> <li>5. Click on "Student Life" link and scan page for athletic information</li> </ol>
Look up requirements necessary to get into college	<ol style="list-style-type: none"> <li>1. Enters URL into browser</li> <li>2. Scrolls over the "Information For..." top navigation</li> <li>3. Click on "Prospective Students" link</li> <li>4. Looks for an academics link or topic</li> <li>5. Scan the page for details/requirements about the University system</li> </ol>
Discover gender statistics of each campus	<ol style="list-style-type: none"> <li>1. Enters URL in browser</li> <li>2. Rolls over "About the University" in top navigation</li> <li>3. Click on Facts and Figures link</li> </ol>

## Mr. And Mrs. Scott and Amy Sander

Loving parents, 48 and 46 years old, respectively

Mr and Mrs Sander are quite proud of their daughter -- she was just accepted to Indiana University Bloomington, IUPUI, and Indiana State University. They plan on sending her to one of these schools and they reside within the state of Indiana. Now, they're focused on particular costs, fees, and financial aid for each campus. They're not incredibly inflexible with the costs and fees but they would like to get the best education for their money. Both Mr and Mrs Sander and their daughter are planning to sit down and do a comparison of each campus to see just how much tuition, housing, and meals would cost. And they're also looking into what kinds of financial aid is possible.



Goals	Needs
Wants to know the tuition costs for Bloomington, IUPUI, and Indiana State University	Access to tuition costs for Bloomington, IUPUI, and Indiana State University
Wants to know about housing options (including meal plans) on and off campus	Access to housing costs both on and off campus (meal plans for on-campus housing)
Wants to know what kind of financial aid is available	Access to the financial aid information for each of the three campuses listed above

User Tasks	Scenarios
Learn about tuition costs for Bloomington, IUPUI, and Indiana State University	<ol style="list-style-type: none"><li>1. Enters URL into browser</li><li>2. Scroll over "About the University" top navigation</li><li>3. Click on "Facts and Figures" link</li><li>4. Scroll through page's content until reaching tuition breakdown for the campuses</li></ol>

<p>Identify housing options both on and off campus</p>	<ol style="list-style-type: none"> <li>1. Enters URL into browser</li> <li>2. Scrolls over the “Information For...” top navigation</li> <li>3. Click on “Parents, Families, and Visitors” link</li> <li>4. Looks for information regarding housing</li> </ol>
<p>Find out Financial aid available at Bloomington, IUPUI and Indiana State University</p>	<ol style="list-style-type: none"> <li>1. Enters URL into browser</li> <li>2. Scrolls over the “Information For...” top navigation</li> <li>3. Click on “Parents, Families, and Visitors” link</li> <li>4. Looks for information regarding financial aid</li> </ol>