Website Redesign 2013

User Personas
Overview

A web user persona is a stereotype, or archetype of a typical website user. Personas set the stage for building usable information sites.

Personas are hypothetical archetypes, or "stand-ins" for actual users that drive the decision making for interface design projects. They are not real people, but they represent real people throughout the design process. Interfaces are built to satisfy personas' needs and goals.

Personas are not "made up." They are discovered as a by-product of the investigative process. Names and personal details are made up for personas to make them more realistic.

Inspired by actual users of the site's identified audiences, these characters allow designers and developers to pose scenarios in which the persona interacts with the site. Personas are defined by their goals, and through this practice the interface of the site and the information provided are made more targeted and intuitive.

How to Use Personas

As you develop content, develop and run through scenarios in which the user personas within this document try to find information and use your site.

- What information are they looking for?
- Based on their goals and experiences, how will they try to find the information?
- How many clicks will it take for them to find that information?

Based on your persona's experience of the site, make adjustments accordingly to ensure that your site is the most user-friendly and user-centric it can be.
Prospective Student Personas

Jenny Richard
Prospective Student

Gender: Female
Age: 17
Ethnicity: Caucasian
From: Lake Charles, Louisiana
Family Status: Single

Quote: "Will I pick the right university and program?"

About Jenny

When Jenny is not doing her homework, you can find her on social media sites including Facebook and Twitter. She also enjoys watching YouTube videos. Jenny wants to enjoy her time on the university website and feel the life of students and faculty jump off the page. She is focused on picking a university that suits her academic and social needs.

Key Attributes:
• Studious, maintains a 3.8 GPA
• Interested in the Advertising program at UL Lafayette
• Enjoys extracurricular activities including sports: interested in club sports teams at universities
• Wants to feel a connection

Computer Information:
Computer(s): PC
Preferred Browser(s): Mozilla Firefox
Internet Connection Speed: High-Speed DSL
Avery James
Prospective Student

Gender: Male
Age: 17
Ethnicity: African American
From: New Orleans, Louisiana
Family Status: Single

Quote: "I want to get away from home and be able to take on college independently."

About Avery

Avery is an ambitious, social, and independent student looking for a university website with an interactive homepage. He is focused on picking a university that will feel like home—a place where he can really get involved.

He is looking for a business program that will give him the skills he needs to be successful while still giving him a workload that is manageable. Avery will use the site to learn more about business majors as well as ways to get involved on campus. He’s also interested in what there is to do in the community.

Key Attributes:
• Naturally social
• Wants to be involved and connected with university
• Is a leader
• Ambitious and ready to succeed

Computer Information:
Computer(s): PC
Preferred Browser(s): Mozilla Firefox
Internet Connection Speed: High-Speed DSL
Shanna Comeaux
Prospective Student

Gender: Female
Age: 30
Ethnicity: Caucasian
From: Broussard, Louisiana
Family Status: Married with a 2-yr old

Quote: "I don’t know exactly what I am looking for, but I know I want change."

About Shanna

Shanna has a full-time job as a public relations and marketing coordinator for a local organization. When she isn’t taking care of her 2-year-old son, Morgan, she is very active in beauty pageants and philanthropic organizations.

Shanna is ready for a change and wants to pursue an MBA. She has a degree in communications and would like to return to UL Lafayette. She is not 100% sure of decision or if it is worth the time and investment. Shana will browse the site for information on the MBA program and is particularly interested in night and online classes that will work with her schedule.

Key Attributes:
• Dedicated, hard working
• Wants to balance her family and her career
• Ambitious and focused
• Ready to better herself and her job prospects

Computer Information:
Computer(s): PC
Preferred Browser(s): Mozilla Firefox
Internet Connection Speed: High-Speed DSL
Ming Chin Yen Tze
Prospective International Student

Gender: Female
Age: 23
Ethnicity: Malaysian
From: Johor Bahru, Malaysia
Family Status: Single

Quote: "I'm concerned about cultural differences and need to find a good program at a university that will welcome me and help me feel at home."

About Ming

Ming is an English major from Johor Bahru, Malaysia. She also has a concentration in women’s and gender studies, and plans to pursue a masters in English and women’s studies. She is highly interested in living in the South because of the unique culture and reputation for friendliness.

She doesn’t have the option of visiting schools, so she has to base her decision on a gut feeling and what she can learn from a website.

Key Attributes:
- Dedicated, hard working
- Nervous about moving to another country with a very different culture
- Willing to try anything
- Doesn’t take herself too seriously

Computer Information:
- Computer(s): PC
- Preferred Browser(s): Mozilla Firefox
- Internet Connection Speed: High-Speed DSL
Jacob Michaels
Prospective Military Student

Gender: Male
Age: 32
Ethnicity: Hispanic
From: Abbeville, Louisiana
Family Status: Married

Quote: "I proudly served my country. Now I am ready to serve my family with an education."

About Jacob Michaels

After 9-11, Jacob joined the Army and served in the Special Forces. He was constantly deployed and was not able to do school online like he thought he would. After getting married and completing his service, he started working as a carpenter for a construction company. Work is never steady and his stress is rising.

Jacob is ready to pursue a degree in architecture, but is concerned about the costs associated with an education because he recently became a father to a baby girl. He is looking for an affordable program that will provide with the skills he needs to find a steady job that he enjoys. He’s also hoping that he has the opportunity to get some hands-on experience.

Key Attributes:
• Dedicated, hard working
• Concerned about cost
• Prepared to give his education the attention it needs
• Enjoys sketching

Computer Information:
Computer(s): PC
Preferred Browser(s): Google Chrome
Internet Connection Speed: High-Speed DSL
**Dana Richardson**  
**Parent**

- Gender: Female  
- Age: 48  
- Ethnicity: African American  
- From: Monroe, Louisiana  
- Family Status: Married

**Quote:** "I don’t have time for nonsense."

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**About Dana**

Dana is about to send her oldest son, Troy, to UL Lafayette. She has heard a lot about the school, but no one in her family has ever attended UL Lafayette.

Dana was an English major in college and is now a high school English teacher.

Dana wants to learn more about the college, programs, and professors. She will browse through the different sites to discover more about program, jobs and activities that Troy or Dana’s students could possibly participate in if they attend UL Lafayette. She is also interested in the community her son will be living in, particularly the housing situation.

**Key Attributes:**

- Loves to plan and have things mapped out
- Likes answers fast and things to be laid out logically. Does not want to search around
- Wants to be assured that UL Layette is the right place for her son

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**Computer Information:**

- Computer(s): PC  
- Preferred Browser(s): Internet Explorer  
- Internet Connection Speed: High-Speed DSL
Janice is a UL Lafayette alumna and is strongly encouraging her daughter Megan to attend her alma mater. Megan is about to graduate from Lafayette High School and wants to attend college away from home.

Janice wants to learn more about the major Megan is interested in, and is trying to compare Biology programs at UL Lafayette and LSU to “sell” the university. She is also interested in learning how Megan can experience independence while living on campus. Janice will focus on campus life and housing information that will better support her argument for attending UL Lafayette.

Key Attributes:
- Doesn’t frequent the Web often, other than email
- Wants her daughter to get a quality education but also keep her close
- Uses PCs at both home and office

Computer Information:
- Computer(s): PC
- Preferred Browser(s): Internet Explorer
- Internet Connection Speed: High-Speed DSL
Felicia Blanchard  
Current Student

Gender: Female  
Age: 20  
Ethnicity: Caucasian  
From: Lafayette, Louisiana  
Family Status: In a relationship

Quote: "I need resources... FAST!"

About Felicia

Felicia is a junior at UL Lafayette majoring in secondary education. She is a member of Alpha Omicron Pi sorority and is very active on campus.

Felicia uses the university's website to find information about her major, look up her professors' contact info, and see what type of events are happening around campus. She works on campus and carries a full class schedule, so her time is limited.

Key Attributes:
• Knows what she is looking for  
• Wants to grab information and run  
• Curious about what opportunities are available in her program

Computer Information:
Computer(s): PC  
Preferred Browser(s): Mozilla Firefox  
Internet Connection Speed: High-Speed DSL
Badriram Rajagopalan
Current Grad Student

Gender: Male
Age: 26
Ethnicity: Indian
From: Chennai, Tamil Nadu
Family Status: Married

Quote: "I try to explore life as much as possible."

About Badri

Badri moved to America in 2001 with his family. He attended the University of Illinois for his undergraduate before moving to Louisiana in 2009.

He is in his second semester of earning a masters degree in electronical engineering. Badri has classes three days a week. He spends about 15 hours a week in his lab, doing research. Sometimes he travels; he frequently attends conferences in other cities. He is married with two small children.

Key Attributes:
- Focused, goal-oriented
- Works hard
- Aims to graduate within two years and find a job in the computer and Internet industry

Computer Information:
- Computer(s): PC and Mac
- Preferred Browser(s): Mozilla Firefox
- Internet Connection Speed: High-Speed DSL
Dr. Joe Callais
Department Chair

Gender: Male
Age: 67
Ethnicity: Caucasian
From: Alexandria, Louisiana
Family Status: Married

Quote: “Keep it nice, simple, and informative.”

About Dr. Callias

Dr. Callais works on campus at least five days a week. His responsibilities include teaching class, overseeing department affairs, and serving on academic committees.

He spends the rest of his time researching for conference presentations, articles, and books, as well as keeping up with developments in his field. He is also a model train enthusiast.

Key Attributes:
- Resistant to unwarranted change
- Practical
- Takes pride in his work
- Well organized
- Values tradition

Computer Information:
- Computer: PC
- Preferred Browser(s): Internet Explorer
- Internet Connection Speed: High-Speed DSL
Dr. Henry Walton
Archeology Professor

Gender: Male
Age: 42
Ethnicity: Caucasian
From: Princeton, New Jersey
Family Status: Divorced, twice

Quote: "I know exactly what I'm looking for. Now, I have to find it."

About Dr. Walton

Dr. Walton works on campus five days a week, though at sporadic times. He teaches class three nights a week, one undergraduate and one graduate level. He serves on academic committees and is involved in several community activities. He participates in as many local events as he can.

He spends much of his time researching and writing a book on religions and cultures, which he must complete before the end of the year to secure tenure. He also finds time to keep up with developments in his field. Dr. Walton firmly believes in engaging his students both in and out of the classroom, and has established a Twitter account as well as a blog for his student to interact with him.

Key Attributes:
• Progressive thinker
• Highly excitable
• Values direct connections with students
• Generous with his time
• Constantly seeking what’s new
• Enjoys new gadgets

Computer Information:
Computer: MacBook Pro
Preferred Browser(s): Mozilla Firefox
Internet Connection Speed: LUS fiber
Dr. Jasmine Davis
Assistant Professor

Gender: Female
Age: 35
Ethnicity: African American
From: Baton Rouge, Louisiana
Family Status: Single

Quote: “I don’t have time to waste.”

About Dr. Davis
Dr. Davis spends most of her time teaching class and serving on academic committees. She also researches information on conferences, publishing opportunities, scholars in related fields, and academic opportunities such as fellowships.

She is very focused when using the Internet and likes to jump straight to "search" tools to get the information she needs.

Key Attributes:
• Research-oriented in her Internet use
• Uses at home and office
• Her time is limited and valuable

Computer Information:
Computer: PC
Preferred Browser(s): Chrome or Firefox
Internet Connection Speed: High-Speed DSL
Dominick Matthews
Alumnus

Gender: Male
Age: 56
Ethnicity: Caucasian
From: Lafayette, Louisiana
Family Status: Married

Quote: "Don’t bombard me with information."

About Dominick
Dominick has a Toshiba laptop for work. He works from home but travels at least two days a week. He uses his laptop at home along with his family's PC computer.

He uses Internet Explorer to access pages on his work laptop but often uses Safari on his home PC. Dominick also has a Blackberry mobile phone that allows him to check his email.

Dominick was a pitcher for UL Lafayette in the late 70s and likes to check in on his alma mater from time to time. He mostly is in search of big news stories and progress the university has made, along with sports scores and analytics.

Key Attributes:
• Travels a lot, so uses his Blackberry to access information often
• Very direct—no time for fluff
• Enjoys multimedia, but often has difficulty accessing due to connections
• Likes news feeds and dynamic features

Computer Information:
Computer(s): PC laptop and desktop
Preferred Browser(s): Internet Explorer, Safari
Internet Connection Speed: High-Speed DSL (spotty and slow)
About Ben
Ben has a MacBook Pro laptop for work. He uses his laptop at home along with his family's PC computer in the den.

He prefers Mozilla Firefox yet says that he also has to use Internet Explorer (on the Windows side of his MacBook) to access certain pages at work. His Internet connection at work is a T1. Ben also has a Blackberry mobile phone that allows him to check his email. His Internet use focuses on finding the content as fast as possible. He does not have time to not find the information that he needs.

Ben is interested in connecting with fellow alumni, as well as the latest news from the university. He is also thinking about returning for a masters degree.

Key Attributes:
• Does not have time for videos
• Uses search engines to get what he needs as fast as possible
• Constantly uses the Internet whether it's at home, work or on his Blackberry mobile phone

Computer Information:
Computer(s): MacBook Pro, PC
Preferred Browser(s): Mozilla Firefox, Safari, Internet Explorer
Internet Connection Speed: T1
Jason Thibodeaux
News Media

Gender: Male  
Age: 36  
Ethnicity: Caucasian  
From: Lafayette, Louisiana  
Family Status: Married

Quote: "I don’t have time for excuses."

About Jason
Jason spends most of his day researching story ideas, reading RSS feeds to keep up on the latest news, and writing blogs and stories for an Internet news media outlet.

He also manages a team of Internet staff writers, for which one of his primary responsibilities is checking the accuracy of articles about to go to print.

Jason will browse for the latest breaking news, as well as sources to contact.

Key Attributes:
- Determined, detail-oriented, ambitious, responsible
- Talented at multi-tasking
- Focused on deadlines
- Succinct in his words and actions
- Wants his information now, and his deadlines met yesterday
- Has little patience for slow-loading web pages or difficult-to-locate information

Computer Information:
- Computer(s): PC at work, Mac at home
- Preferred Browser(s): Internet Explorer and Mozilla Firefox
- Internet Connection Speed: High-Speed DSL