Personas in overview

Nate
Prospective Student
(Undergraduate)

Gwen
Prospective Student
(Graduate)

Penny
Parent

Roger
Research Partner
Nate
Prospective Student (Undergraduate)

“I want a school where I can hang out with other ‘geeks’ and where I know I’ll get a job when I graduate.”

User Tasks

PU-UT-1: Is interested in engineering, but is not very familiar with UAH… Wants to get an overall sense of what UAH has to offer, specifically what degrees, programs, and majors are available; and wants to be sure he can graduate in 4 years

PU-UT-2: Wants to feel comfortable that UAH is the right place for him… Wants to find out what the culture/personality around the campus is like and wants to get a sense of what it’s like to be a student at UAH in Huntsville, Alabama

PU-UT-3: Wants to know what jobs will be available to him post-graduation… Wants to see what positions recent engineering graduates have at which companies

PU-UT-4: Has some specific questions that he doesn’t think will be addressed on the website… Wants to get an overall sense of what resources are available to him as a prospective student, specifically to whom he can contact (call, chat online, email)

PU-UT-5: Is concerned about having everything he needs when he applies… Wants to figure out how to apply to UAH, including what information he needs to submit and what forms he needs to complete

PU-UT-6: Is concerned about being able to pay for 4 years of school… Wants to find the cost for 1 year, including tuition, fees, and room and board; also wants to find out which financial aid options are available including loans, grants, scholarships, and work-study

PU-UT-7: Has heard that there may be a cheaper way to get a degree from UAH by going to a community college and then transferring to UAH… Wants to find reasons why he should or should not go to UAH for all 4 years; and wants to find out if he’d be able to complete his degree within 4 years

PU-UT-8: Is interested in finding out even more about UAH… Wants to determine what admissions events are coming up and how to schedule a campus visit

Business Objectives

PU-BO-1: Increase enrollment and facilitate retention by providing prospective students with high-quality, targeted content in a relative context

PU-BO-2: Tell a compelling story of the UAH brand, including what is unique about it, why you should come here for 4 years, and what it is like to be a student here
User Tasks

PG-UT-1: Is interested in atmospheric science, but is not very familiar with UAH… Wants to get an overall sense of what UAH has to offer, specifically what degrees, programs, and faculty are available for her chosen field; and wants to learn about the reputation and ranking of UAH

PG-UT-2: Wants to feel comfortable that UAH is the right place for her… Wants to find out what the culture/personality around the campus is like and wants to get a sense of what it's like to be a student at UAH, especially as a graduate student in Alabama

PG-UT-3: Wants to know what options will be available to her post-graduation, whether in academia or the private sector… Wants to see what alums of the program have gone on to accomplish

PG-UT-4: Has some specific questions that she doesn't think will be addressed on the website… Wants to get an overall sense of what resources are available to her as a prospective graduate student, specifically to whom she can contant (call, chat online, email) within the atmospheric sciences department

PG-UT-5: Is concerned about getting admitted and having everything she needs when she applies… Wants to know what UAH looks at when assessing an application; and wants to figure out how to apply to UAH, including what information she needs to submit and what forms she needs to complete

PG-UT-6: Is concerned about being able to pay for her master’s degree… Wants to find the cost for 1 year, including tuition, fees, and living expenses; also wants to find out which financial aid options are available including loans, grants, research assistantships, and teaching assistantships

PG-UT-7: Is interested in finding out even more about UAH… Wants to determine what graduate admissions events are coming up and how to schedule a campus visit that includes meeting with faculty & students in the atmospheric science department

Business Objectives

PG-BO-1: Increase enrollment of smart, passionate graduate students by providing prospective students with high-quality, targeted content in a relative context

PG-BO-2: Tell a compelling story of the UAH brand, including what is unique about it, why you should come here, and what it is like to be a graduate student here, including teaching assistantships and research opportunities
User Tasks

PA-UT-1: Knows her daughter is interested in nursing, but is not very familiar with UAH…Wants to get an overall sense of what UAH has to offer, specifically what degrees, programs, and majors are available – and if a student can easily switch among them

PA-UT-2: Wants to feel comfortable that UAH is the right place for her daughter, where she’ll be happy, safe, and healthy… Wants to find out what the safety on the campus is like, where her daughter could go if she got ill, and what academic resources are available to help her daughter if necessary

PA-UT-3: Wants to know what jobs will be available to her daughter post-graduation, whether in nursing or another major… Wants to see what positions recent graduates have at which companies/hospitals/practices

PA-UT-4: Has some specific questions that she doesn’t think will be addressed on the website… Wants to get an overall sense of what resources are available to her as a parent, specifically to whom she can contact (call, chat online, email)

PA-UT-5: Is concerned about her daughter having everything she needs when she applies… Wants to figure out how to apply to UAH, including what information her daughter needs to submit and what forms she needs to complete

PA-UT-6: Is concerned about being able to pay for 4 years of school… Wants to find the cost for 1 year, including tuition, fees, and room and board; and wants to find out which financial aid options are available including loans, grants, scholarships, & work-study; and wants to find how dual-enrollment and/or college credits can reduce the cost

PA-UT-7: Has heard that there may be a cheaper way to get a degree from UAH by going to a community college and then transferring to UAH… Wants to find reasons why her daughter should or should not go to UAH for all 4 years; and wants to find out if he’d be able to complete his degree within 4 years

PA-UT-8: Is interested in finding out even more about UAH… Wants to determine what admissions events are coming up and how to schedule a campus department

Business Objectives

PA-BO-1: Demonstrate to parents that UAH is the school of choice for their child by providing them with high-quality, targeted content in a relative context

PA-BO-2: Allay parents’ concerns by telling a compelling story of the UAH brand, particularly focusing on the safety, health, and post-graduation prospects of the students
Roger
Research Partner

“I want to ensure that I am getting results for my investment and that I am working with high-caliber people.”

Key Characteristics

• As the new VP of Innovation at an established defense contractor, wants to start a long-term relationship with a reputable research institution to help him transform the company through R&D and product development
• Wants to be sure that he is getting the best and most forward-thinking “minds” in the industry
• Is looking for a research partner that can provide his company with both conceptual and applied research

User Tasks

RP-UT-1: Is interested in a research partnership, but is not familiar with UAH… Wants to get an overall sense of what UAH has to offer research partners

RP-UT-2: Needs to find an expert in drone technology… Wants to see if there are any experts in drone technology at UAH and what they are doing in the field

RP-UT-3: Knows that the research institution he chooses needs to really understand defense systems, the aerospace industry, and government operations… Wants to find what UAH has successfully accomplished in these areas, including other companies for which UAH has done research, any multi-disciplinary awards, and if the researchers have a good reputation in the industry

RP-UT-4: Wants to ensure that the university has a solid infrastructure to handle the responsibility of large-scale research… Wants to find information about other large research projects at UAH

RP-UT-5: Is interested in knowing what intellectual property his company will own at the end of a project… Wants to learn how UAH handles intellectual property transfer and to whom he can speak about it

RP-UT-6: Is thinking that he might want to ultimately hire some of the students who would be working on his project… Wants to learn if he can meet the research students, if he can hire any of the students, and if there is a “feeder” partnership

Barriers/Opportunities

• Wants to be assured that the research team (faculty member, research partner, research center) with whom he will be working is reputable, ethical, and trustworthy
• Worries if the chosen research institution will be able to provide the research that he needs and be the single source of all necessary resources for his projects
• Is new to Alabama and doesn’t know UAH

Business Objectives

RP-BO-1: Support prospective research partners through all stages of becoming a partner by providing high-quality information and a clear process about research, hiring, and giving

RP-BO-2: Increase engagement with prospective research partners by highlighting the expertise, experience, and passion of the faculty and students and by emphasizing the prominence of UAH in research and technology