

User Persona + Scenarios

User Persona

Name - Michael - Lifelong learner

Demographic Information - Age - 45 +, Male, City of Oceanside Landscaper

Character/Description - Michael is a landscaper, who is interested in updating his skills and acquiring an Architecture related certificate from a local community college. The school's program reputation, and its location, are two important factors on why he would enroll in the school.

Tech Ability/Savvy - Comfortable using technology and is able to access websites via mobile device and/or computer.

Context of Website Use - To look at student work, read the most recent news about the department, access information about the Maker Lab and other available opportunities from the department.



User Scenario - 1

Goal - Michael wants to see current student projects from the department to help him decide if he should enroll.

ACTION	Turn on computer	Open web browser	Search for local schools	Click on a link from the search results	Navigate the Design Dept. website	Gather information	Enroll in the upcoming school semester
TASK LIST	Look for the computer Turn on the computer	Search and open web browser	Use search engine to find local schools	From the results, click on the link MCC Design Department link	Home and Student Work page - contains student work	bookmark page write down info print info	Go to MiraCosta site to enroll
FEELING ADJECTIVE	happy	calm	a little anxious but hopeful	a little overwhelmed but hopeful	curious motivated inspired	happy informed	a little nervous happy to start a new chapter
IMPROVEMENT OPPORTUNITIES	keep computer near by	shortcut on the desktop	use specific keywords to narrow down search	N/A	organized content useful information	ability to print or save the information	On Design site Link to: Enroll Now

User Scenario - 2

Goal - Michael wants to revisit the MCC Design Department website to review the certificates offered by the department.

ACTION	Open web browser	Go to MCC Design Dept. website	Navigate the Design Dept. website	Gather information	Click on link to the schools Catalog Page	Gather information	Enroll in the upcoming school semester
TASK LIST	turn on computer access the web browser	As he types the url, auto fill generates the url	Looks for the page containing information about degrees	Finds the link to the MCC Catalog page	accesses the MCC Catalog page	Gathers information about the certificates	clicks on the enroll link
FEELING ADJECTIVE	hopeful promising	hopeful promising	curious motivated inspired	frustrated - another site to visit	a little frustrated but gathering info	motivated informed hopeful	a little nervous happy to start a new chapter
IMPROVEMENT OPPORTUNITIES	easy to access the required tools	website bookmarked for future visits	organized content useful information	handful of degrees/cert followed by "for more info" link	none	none	On Design site Link to: Enroll Now