

Prospective Undergraduate



Key Characteristics

18 years of age

Annie Pham

Annie is an incoming undergraduate at the University of Illinois, and comes with high expectations for the change her life is about to take. She's very proactive in both her social and academic life, and strives to strike a balance between the two. Upon visiting the University website, she wants to get straight into the nitty-gritty details; like seeing how University of Illinois measures in terms of facts and figures, looking at a syllabus of one of her core classes to get a sampling of the work ahead of her, and finding an Asian representing student organization on campus.

Scenario 1	Scenario Question
Annie is interested in what student organizations are available at the University of Illinois, and in particular, wants to see if there are any Asian student organizations she can correspond with.	Where can I find the details of the Asian Student Association, who do I correspond with and what do I have to do to get more information?
User Tasks	User Steps
Find and contact the Asian Student Association through the University website (if any exists!)	<ol style="list-style-type: none">1) Highlight "Future Student" user pathway2) Scroll down until you reach Registered Student Organizations.3) Click "Search for registered organizations" on sidebar4) Click "Organizations"5) Click "Categories"6) Click "Cultural/Ethnic" subcategory7) Scroll down to Asian Student Association8) Click on "Send Message" Caveat: Must have an account to interact.

Scenario 2	Scenario Question
As a prospective undergraduate looking for a competitive and competent school, Annie wants to look up facts and figures of the school.	How “good” is this school? What statistics do they have of admitted, current, and graduating students?
User Tasks	User Steps
Find facts and figures of UI	<ol style="list-style-type: none"> 1) Click “About Us” 2) Click “Campus Overview” on sidebar. 3) Peruse “Facts”, “Rankings”, award pages... <p>Alternate Path:</p> <ol style="list-style-type: none"> 1) Highlight/click “Future Student” user pathway 2) Click Rankings
Caveat	Though there are definitely rankings and statistics, specific information about incoming students may not be readily available.
Scenario 3	Scenario Question
Annie, being conscious of her academic career, wants to find the course syllabus for one of her core classes to see what kind of work she’d be doing and to gauge the kind of information she’d be learning.	Can I see a sample class of my major and see what kind of coursework will I be taking?
User Tasks	User Steps
Find her computer science major to see what necessary core classes there are, and if possible, view the syllabus for that class .	<ol style="list-style-type: none"> 1) Click “Academics” 2) Scroll down and click “course catalog” 3) Scroll down and click Computational Science and Engineering (my.illinois) 4) Peruse classes <p>!!5)!! my.illinois offers a look into the classes, but ultimately fails this task because there is no intuitive way to access any syllabus without using Google.</p>

Current Student



Key Characteristics
22 years of age

Tyrone Williams

As a lazy student, Tyrone often forgets to check deadlines, so when he does, he tries to check everything at once. He likes being able to check these deadlines quickly and without convolution since he wants crucial information without spending too much time on the University website which he hates to visit. He's currently an Electrical Engineering major, but hasn't been doing well in classes, so he's considering switching to a different major.

Scenario 1	Scenario Question
Tyrone is totally oblivious to what his academic status is, and wants to take a look at his online academic account, but doesn't know what it's called. (For the record, it's labeled my.illinois)	How can I access my online academic account?
User Tasks	User Steps
Find my.illinois	<ol style="list-style-type: none">1) Highlight "current students" user pathway, select "More."2) Scroll down webpage to find My.Illinois Student Portal and its description Caveat: Difference between Illinois Compass and My.illinois student portal are not clear, but My.illinois is marked a bit more saliently.3) Can log in, but has forgotten NetID Password, click "To set or change AD password"4) Log in with security question5) Enter NetID and UIN
Caveat	Task fails if Tyrone cannot remember his NetID or UIN. Would have to contact the CITES Help Desk located below the form.
Scenario 2	Scenario Question
It's late in the quarter, and Tyrone has no idea what deadlines he may have or is about to miss. Everyone around him is talking about "last days", so he decides he needs to get up to speed on what he needs to turn in to the University Institution.	Where can I find important deadlines?

User Tasks	User Steps
Find Academic Deadlines	1) Highlight/click "current students" user pathway, select Academic Deadlines. 2) Select Spring 2013.
Scenario 3	Scenario Question
Finally, Tyrone wants to get reoriented in his academic career, and realizes that the only way to really get his feet back on the ground is to talk to his advisor. He wants to change majors but wishes to consult a general advisor first.	How do I get into contact with and set up an appointment with my advisor?
User Tasks	User Steps
Find the University General Advisors' contact information/scheduling mechanism.	1) Highlight "current students" user pathway, select "More." 2) Scroll down to "Academic Advising Services" and click "Campus Center for Advising and Academic Services" 3) Click link for "division of general studies" 4) Click "meeting with an advisor" in the sidebar. 5) Call receptionist at designated number.

Parents of a Current Student



Key Characteristics

45 and 46 years of age respectively

Mr. and Mrs. Garcia

Mr. and Mrs. Garcia are parents of a freshman student, Katie. They live in New York. At the time of moving into college, Katie's parents were both busy with work, so Katie's aunt, who lives in Illinois, took her to move in. Since Mr. and Mrs. Garcia have never visited the campus, they're planning to visit her for the first time in a couple weeks. However, they as a family don't travel very much, so they aren't very savvy in terms of booking hotels and traveling to new locations. They're planning to fly there, but otherwise have no idea how to get around.

Scenario 1	Scenario Question
Mr. and Mrs. Garcia are just starting to plan their trip. So far, they haven't done much research, and are looking for an answer-all page that would tell them what the closest airport to the school is, how to get from the airport to campus, and where to stay.	What would the most convenient way to plan the logistics for this trip?
User Tasks	User Steps
Finding directions from an airport.	<ol style="list-style-type: none"> 1. Find and highlight "visitor" user pathway. 2. Click "directions to campus". 3. Read/click corresponding information depending on which airport I am coming from (read that Willard airport is 5 miles from campus, making it the closest airport) 4. Map image leads to a broken link however...
Scenario 2	Scenario Question
Now that Mr. and Mrs. Garcia have found directions from the airport to the campus, they want to see what accommodations are available for their trip to the campus itself.	Where can I find information so that I know where I am on campus, and what further accommodations can the school make for me as a visiting parent on campus?
User Tasks	User Steps
A) Finding a printable campus map	1A) Highlight/click "visitor" user pathway.

<p>B) Visitor Accommodations</p>	<p>2A) Click campus maps 3A) Click "printable maps"</p> <p>1B) Click back button twice. 2B) Highlight "visitor" user pathway 3B) Click visitor center. 4B) Click "visit programs" 5B) Click Visit accommodations in sidebar. 6B) Peruse "Things to do" 7B) Illini Union Hotel (doesn't look like a link) 8B) Book Online</p>
<p>Scenario 3</p>	<p>Scenario Question</p>
<p>Now that they've a good foundation of their trip, Mr. and Mrs. Garcia want to know what they can do on campus to get acquainted with it.</p>	<p>Where can I find a tour or list of campus highlights?</p>
<p>User Tasks</p>	<p>User Steps</p>
<p>Find campus tour for admitted students, preferably one that is more suited to parents who haven't visited before.</p>	<p>1) Highlight/click "visitor" user pathway. 2) Click "Tour the Residence Halls", but link returns a 404 page not found error. 3) Click "Explore Illinois" 4) Search horizontally until "Campus Landmarks" is seen 5) Click on "Campus Landmarks" -5th item listed 6) Read wall of text which is essentially a testimonial page... feeling unsatisfied due to the lack of pictures or actual information pertaining to landmarks, user clicks on the last link that reads, "For additional information and images, see our campus landmarks page." 7) Finally user find what she was looking for; a page with information on landmarks</p> <p>Alternate Route: 1) Highlight/click "visitor user pathway. 2) Click visitor center 3) Click Self-guided quad tour.</p> <p>Potential User Breakdown: The different tours are poorly worded and may have to try multiple tour names until they find the one that fits their task (Current Student's parents who want a tour of the campus) 4) Note pathway and landmarks (click map to get google overview)</p>

Current Postdoctoral Scholar



Key Characteristics

36 years of age

Quincy Thomas

Quincy Thomas often referred to as “The Machine” by close relatives and colleagues, is a postdoc at the University of California San Diego approaching the end of his fellowship. Originally Quincy wanted to become a full time professor at UCSD, but now wants to move to Illinois where his long-distance girlfriend resides.

Quincy “The Machine” Thomas quickly became known in the field of Psychology for his fierce amount of publications and pioneer work in the area of dialectic cognitive dissonance. He is most known for his work on the practice of doublethink among military men and its relation to PTSD. In 2012, his most controversial and critically acclaimed publication, “On Crime” was selected for preservation into the Library of Congress.

He has his sights set on the University of Illinois, but wants to know what research is being done there first, and whether or not it is in line with his interests. He also wants assurance that the University of Illinois’ psychology program lives up to his standards.

Apart from research, Quincy enjoys boxing, deep sea exploration, and bear wrestling.

Quote: “I’m like Sigmund Freud... without the cocaine, but all the ego.”

Scenario 1	Scenario Question
Quincy is interested in UI among a lot of other campuses, and would like to find out how many active publications in Psychology the university has. If he is to be a part of UI, he wants to see what kinds of research and/or projects are going on in the Psychology department of UI.	What are the latest publications and research findings made by the department of Psychology?
User Tasks	User Steps
Find Psychology department website and their latest publications.	1) Click Research. 2) Scroll down vertically, and then click link for “College of Liberal Arts and Sciences” 3) Scroll down department list, then follow “Psychology” link !!4!! Though successful in finding the psychology department website through the research tab, the psychology website itself fails to avail any sort of

	<p>publication archive. The only information available in this site is to students and the "PSYCH 290" course listing, which only shows what kind of research they do, but no publications in sight.</p> <p>Alternate Steps*</p> <ol style="list-style-type: none"> 1) Click Research 2) Click on Research News 3) Pursue Social Science research news and articles <p>*This course was found by chance, as the Research News link looked like a title and not a clickable link.</p>
Scenario 2	Scenario Question
<p>Quincy is interested in the history of faculty that have taught and done research at the University of Illinois, and wants to know what notable figures have come from the university to establish its credibility.</p>	<p>Who are some notable people who have taught at/graduated from UI, and what awards have been received by its faculty?</p>
User Tasks	User Steps
<p>Find "notable persons" page.</p>	<ol style="list-style-type: none"> 1) Click Academics 2) Scroll down and click "College of Liberal Arts and Sciences" 3) Click "Faculty and Staff" 4) Click "Awards" 5) Look through archive as well as "Faculty Honors"
Scenario 3	Scenario Question
<p>After finding all the information that he's requested, Quincy wants to see the availability of job openings in the College of Liberal Arts at UI.</p>	<p>What is the process of applying for a teaching/professor position at UI?</p>
User Tasks	User Steps
<p>Find the page where he can see which job positions are available</p>	<ol style="list-style-type: none"> 1) Type into search bar, "Employment" 2) Click first link, "Employment" Illinois" 3) Click "Jobs at Illinois" 4) Click "Search Jobs" or "Academic Job Board"
Caveat	<p>This was done using the search bar, which may or may not be the most intuitive way.</p>

University of Illinois Alumnus



Key Characteristics

32 years of age
Business tycoon
Prospective Philanthropist

Frederick Van Zandt

From an early age, Zandt was noted for his strong work ethic and relentless compassion for others. At 18, Zandt was accepted into the best Computer Science programs in the world, but chose to study at Illinois in hope of being selected for the prestigious Sohaib and Sara Abbasi Fellowship, which by 24 became a realization. And by 27, Zandt was an accredited professor of Computer Science and a lawyer. At 28, *Times* ran a piece profiling Zandt titled "The Young Prince of Silicon Valley." That same year, he found success in copyright law. In landmark case, *Van Zandt v. IBM*, Zandt became a multimillionaire overnight and champion against big business copyright monopoly.

With his recent fame and fortune, Zandt wants to donate 75 million dollars for the specific purpose of constructing a new lecture hall in the computer science department. Owing much of his success to the education he received from the University of Illinois, he wants to give back. However, he's aware of how quickly an institution can change over time, and wants to make sure that the University he went to is still living up to this standard in terms of charity and achievements. In addition, given the fact that his donation is meant to go towards a specific purpose, he wants to find the head-honcho of the institution with whom he can correspond.

Quote: "Just as the flame of generosity was passed onto me by mentors and friends, I now wish to pass on my flame."

Scenario 1	Scenario Question
Fred demonstrates discretion in his philanthropy. He wants to see whether or not the University of Illinois meets his standard by looking at their recent achievements academically and/or charitably.	What has the University of Illinois done that would merit my philanthropy?
User Tasks	User Steps
Find the institutional goal directions that the University of Illinois is headed towards.	1a) Click "Visioning Future Excellence at Illinois." 2a) Highlight/click "Information and Technology" 1b) Click Academics 2b) Scroll down to and click on "College of Engineering" 3b) Highlight and look at "Giving" category. 1c) Click "Give to Illinois"

	2c) Seek out recent grants and charities towards the campus on the image carousel.
Scenario 2	Scenario Question
Besides a new lecture hall, Frederick is interested in what other ways his money would be funneled through charitable programs at the University of Illinois.	What other charitable programs does the University of Illinois have?
User Tasks	User Steps
Find listing of charitable programs.	1)Click "Donate to Illinois" 2) Highlight and peruse "Recognition Societies", "Impact", and "Campus Priorities" under "Giving to Illinois"
Caveat	There is no specific information regarding transparency and where exactly all the money of his donation would be going with regards to the different scholarship funds. He would have to navigate to all the different department pages to be able to find out.
Scenario 3	Scenario Question
Fred wants to start negotiations about his big donation for the explicit construction of a computer science lecture hall.	Who do I need to contact to start negotiating the construction of a lecture hall?
User Tasks	User Steps
Find suitable administration and/or contact mechanism to start a back-and-forth communication dialogue regarding a large sum donation.	1) Click "Donate to Illinois" 2) Highlight "About Us", click "Contacts" 3) Read and correspond with one of the chancellors under the "Advancement Leadership" category.
Caveat	There is no specific answer on the website regarding enormous or significant donations. A broad form of communication is needed in this case, and although available, the website does not effectively cater to their needs.