

User Personas and Scenarios

WCC Education Association

Brooke Sacks

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Mary Johnson - English Department



I want to be able to find out what current faculty issues are and be able to recognize the WCCEA leadership on sight if I see them in the hallways.

Personal Profile

- ♦ 36 years old
- ♦ Married, 2 children
- ♦ Lives in Saline

Computer Skills/Resources

- ♦ Windows XP
- ♦ Firefox is preferred browser, IE when necessary
- ♦ Cable internet connection at home, wifi around town

Customer Needs

- ♦ Information about meetings.
- ♦ Pictures of Board members
- ♦ Contact information for committee members
- ♦ Contract.

Scenario

Mary Johnson is a working mother who needs quick ways to accomplish the many tasks she faces every day. She uses the Internet to gather information to make informed decisions. She would like to stay current on faculty issues and attends as many faculty meetings as she can. Mary would also like to be able to know what members of the board look like, so if she sees them in the hallways at school she will recognize them and take the opportunity to speak with them about current issues.

Robert Morgan - Life Sciences Department



I'm old-school; I don't use the Internet much. I get most of my information from books and radio. Occasionally I will go to the NPR web site -- there aren't any ads!

Personal Profile

- ◆ 60 years old
- ◆ Married, 3 adult children
- ◆ Lives in Ypsilanti

Computer Skills/Resources

- ◆ Windows XP
- ◆ Internet Explorer
- ◆ Cable internet connection at home

Customer Needs

- ◆ Availability of Master Contract
- ◆ Board member information
- ◆ Meeting minutes

Scenario

Robert Morgan lives in Ypsilanti with his wife of 40 years. They have 2 young grandchildren and Robert and his wife enjoy spending time with them. He has been teaching at WCC for 25 years and enjoys the challenge of staying current in his field and passing his knowledge and experience on to his students. He does not use the Internet very much, preferring to get his information from books, newspapers, and the radio. He would like to be able to easily keep up on current faculty issues and contact members of the Board and the various committees of the WCC Education Association.

Donald Edelman - Industrial Technology Department



I enjoy staying challenged. As manufacturing evolves, we must always stay in tune with these challenges.

Personal Profile

- ◆ 40 years old
- ◆ Divorced, 2 children
- ◆ Lives in Howell

Computer Skills/Resources

- ◆ Windows XP
- ◆ Firefox or Internet Explorer
- ◆ Cable internet connection at home

Customer Needs

- ◆ Contact for area representative
- ◆ Meeting minutes
- ◆ Find information easily

Scenario

Don Edelman is part-time father who enjoys teaching at WCC. The schedule he keeps allows him to spend time working on cars with his teenage daughter. He also tries to keep up with new developments in manufacturing and design, but does not want to spend too much time finding information when he is doing research. He wants to be able to find information about the faculty contract easily and contact people involved in the Association if he cannot find what he is looking for.

Daniel Tsao - Mathematics Department - Adjunct Faculty



I enjoy teaching at WCC; the students keep me on my toes. I sometimes feel that I am not part of the school/faculty community, and it would be nice to have somewhere to find out what is going on.

Personal Profile

- ♦ 28 years old
- ♦ Single
- ♦ Lives in Ann Arbor

Computer Skills/Resources

- ♦ Windows Vista
- ♦ Firefox or Internet Explorer
- ♦ Cable internet connection at home, wifi around town

Customer Needs

- ♦ Information on adjunct faculty rights and policies
- ♦ Meeting minutes
- ♦ Find information easily

Scenario

Daniel Tsao shares a house in Ann Arbor with several of his friends from college. He is teaching at WCC while pursuing graduate studies in mathematics at the University of Michigan. He would like to be able to find out what the various policies are for part-time faculty at WCC and keep up with the issues being discussed by the Education Association.

Linda Hamme - Student Services



I want the students I work with to be successful in their college career. I like to be able to find information to advise them easily and make it easy for them to find resources for further help.

Personal Profile

- ◆ 42 years old
- ◆ Divorced, 1 teenager
- ◆ Lives in Ann Arbor

Computer Skills/Resources

- ◆ Windows XP
- ◆ Internet Explorer/whatever is available and easy to use
- ◆ Cable internet connection at home

Customer Needs

- ◆ Current information on meetings and current issues
- ◆ Master Agreement
- ◆ Dues structure

Scenario

Linda Hamme is a single mother of a teenager. She does not have a lot of time for searching the Internet; any surfing at home is done by her son. She likes to be able to find information about the faculty/staff contract even if she doesn't have the hard copy at hand. She also likes to be able to find information about dues -- tax time is here!