

User Personas

Putting a Face to a Concept

Avery James is an ambitious, social, and independent student looking for a university that would feel like home — a place where he can really get involved.

He's looking for a business program that will give him the skills he needs to be successful while still having a manageable workload. He'll use the site to learn more about business majors as well as ways to get involved on campus and things to do in the community.



Jacob Michaels served in the Army Special Forces after 9/11 and was constantly deployed, so he wasn't able to do school online like he had planned. After completing his service and getting married, he started working as a carpenter.

He's ready to pursue an architecture degree, but is concerned about the cost of schools because he recently became a father. He's looking for an affordable program that will give him the skills he needs to find a steady job he enjoys with opportunities for hands-on experience.



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Shanna Comeaux has a full-time job as a PR coordinator, is married with a 2-year-old son, and is very active in beauty pageants and philanthropic organizations. She is ready to pursue her MBA and wants to return to UL Lafayette.

She's not sure if returning to school is worth the time and investment, so she'll browse the site for information on the MBA program, particularly to see if there are night and online classes that will work with her schedule.



Ming Chin Yen Tze is an English major from Malaysia who is looking to pursue her masters in English and women's studies. She is interested in living in the South because of its unique culture and reputation for friendliness.

She can't visit schools, so she has to base her decision on gut feelings and what she can learn from a website.

