

## PERSONAS

 = Primary Persona     = Secondary Persona

By Role:



**Influencer Co-Signer**  
Parent or relative



**Influencer No Financial Stake**  
Family, friends, some employers



**Influencer No Financial Stake**  
High School Counselor

By Role:



**Prospect Recent HS Grad (Job Starter with No College)**  
"Johnny Gamer"



**Prospect Job Starter With Some College**  
"Kristy"



**Prospect Job Changer With Some College**  
"Ron"



**Prospect Career Upgrader With College Degree**  
"Ted"

By Info-Processing Style:



**Brief Snippets, Short Sessions**  
**Longer Chunks, Longer Sessions**  
"Sally"

## OTHER ATTRIBUTES

Other aspects that affect the UX design

Emotional Arc:

**Fear** → **Faith in [redacted] and yourself**

Decision-Making Style: **Intuitive**

Decision-Making Style: **Linear**

Program: **Criminal Justice**

Program: **Business, Tech**

Program: **Design, Industrial Services, Health**

Web 2.0 expectations: **tbd**

Location: **Wants onground in general or a specific onground location**

Location: **Wants online**

Location: **Not sure or doesn't care**

Mobile usage preference: **tbd**

## NOT PERSONAS at this time

These are valid user types, but it is not necessary to use them as examples for UX design purposes



### PROSPECTS:

- Job Starter No College - out of HS a while
- Job Starter with Some College
- Job Starter with College Degree
  
- Job Changer No College – recent HS graduate
- Job Changer No College - out of HS a while
- Job Changer with College Degree
  
- Career Upgrader No College – recent HS graduate (would be rare)
- Career Upgrader No College - out of HS a while (would be rare)
- Career Upgrader with Some College



### MISCELLANEOUS:

- Cancellers
- Current Students (this persona is covered by Student Portal effort)
- Former Students (Alums)
- Military prospects or students
- Anyone with ADA concerns
- Business Development Partners



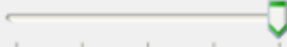
Prospect

## Recent HS Grad "Johnny Gamer"

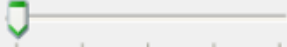
"I think I might want a job where I make games all day..."

19 years old  
\$20K income  
No kids, not married  
No college  
No job  
Lives with parents

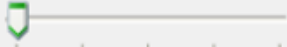
### KNOWLEDGE OF PROGRAM:



### KNOWLEDGE OF FIN. AID:



### KNOWLEDGE OF DEGREES Bachelor's vs Associate:



### KNOWLEDGE RE JOBS:



### Job Starter with No College.

**LIFE SITUATION:** Playing video games all his life. Wants to get paid for what he loves. Did not get good grades in HS. Parents bugging him to "get a job."

### HOW HE THINKS OF HIS FUTURE:

- A good Job. Not a career.
- He knows what he wants to do.

### VALUE DIFFERENTIATORS:

- "\_\_\_\_\_ can get me a job"

### FEARS:

- Inability to find a job after he graduates
- Inability to pay for college
- Boredom

### WEBSITE CONTENT NEEDS:

- Credibility - Attention-grabbing graphics
- Credibility - Copywriting needs the correct buzzwords
- Credibility - Plenty of details about exact technologies and tools that will be taught. Johnny is aware of standard curricula.
- Credibility - Companies that have hired Gaming grads



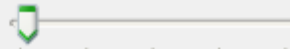
Prospect

## Job Starter with Some College - "Kristy"

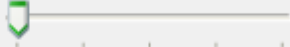
"I want a better life for my family "

36 years old  
\$32K income  
1 kid, married  
Some college  
No job  
Lives with husband & kid

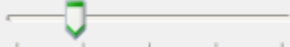
### KNOWLEDGE OF PROGRAM:



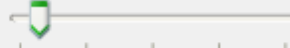
### KNOWLEDGE OF FIN. AID:



### KNOWLEDGE OF DEGREES Bachelor's vs Associate:



### KNOWLEDGE RE JOBS:



**LIFE SITUATION:** Attended college for 2 years but then dropped out when her daughter was born 5 years ago. Wants more money, fast.

### HOW SHE THINKS OF HER FUTURE:

- A good Job. Maybe a degree, Not a career.
- Not really sure what she wants to do.

### VALUE DIFFERENTIATORS:

- "Westwood can get me a job"
- "People at Westwood care about me"

### FEARS:

- She feels isolated, like she's the only person in this situation
- She won't be able to handle college, not sure what to study
- Inability to pay for college

### WEBSITE CONTENT NEEDS:

- Credibility – Westwood is legitimate, and online education can be good
- Details about the exact process of applying, esp Financial Aid grants vs loans.
- Advantages of Online
- Help deciding on a Program
- How to transfer existing college credit
- Statistics re job placement – which jobs and how quickly
- Reassurance – "People like me thrive at [redacted]"





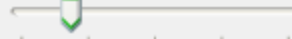
Prospect

## Job Changer with Some College - "Ron"

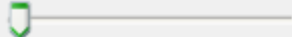
"I don't want to work at this dead-end job any more "

25 years old  
\$25K income  
Two kids, divorced  
Half semester of college  
Blue collar job  
Lives alone, joint custody

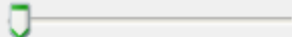
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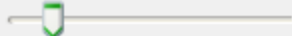
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### KNOWLEDGE RE JOBS:



**LIFE SITUATION:** Nobody in his family went to college – he tried community college but dropped out in the first semester in order to work to make child support payments. Those few weeks of community college were overwhelming and damaged Ron's confidence. Recently, he was passed over for a promotion due to his lack of education.

### HOW HE THINKS OF HIS FUTURE:

- Has witnessed acquaintances getting arrested, and enjoyed the excitement. Addicted to "Law and Order" TV show.
- His friends say he would be a good criminal investigator.
- Can envision the concept of a career, not just a job.

### VALUE DIFFERENTIATORS:

- "Westwood has the program I want"
- "I can graduate and get a job quickly"

### FEARS:

- Inability to finish the program
- Inability to find a job after he graduates
- Inability to pay for college
- The unknown (no role models).

### WEBSITE CONTENT NEEDS:

- Set realistic expectations about the CJ program and the availability of local CJ jobs.
- Explain how to transfer credit.
- Explain how long it will take and how much it will cost.
- Reassurance that he can succeed.



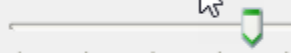
Prospect

## Career Upgrader with College Degree - "Ted"

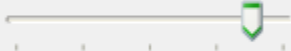
"I need [classes / a degree in my field](#) to get a promotion "

40 years old  
\$40K income  
3 kids, married  
College degree  
Computer prog. job  
Lives with wife & kids

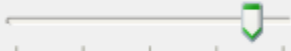
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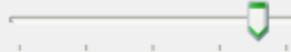
### KNOWLEDGE OF FIN. AID:



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### KNOWLEDGE RE JOBS:



**LIFE SITUATION:** Has a bachelor's degree and has a job in computer networking, but wants to become a manager. According to his company's rules, he must get Cisco certification before being eligible for a promotion.

### HOW HE THINKS OF HIS FUTURE:

- A long-term career.
- Very clear what he wants to do.
- Counts on employer to help pay for certification.

### VALUE DIFFERENTIATORS:

- [redacted] has the [classes / programs](#) that I want"
- "Courses are flexible - I don't have to take subjects I don't care about"
- "I can do it quickly"

### FEARS:

- Not enough time in the week to both work and go to school

### WEBSITE CONTENT NEEDS:

- Explain advantages of Online
- Explain how employers can help provide Financial Aid – grants vs loans, eligibility limitations
- Known-item rapid browse or search (Ted knows exactly what program he is looking for on the [redacted] site)