

## Current BBA student

### Profile

Kate is a smart, energetic, technologically savvy fourth year finance student hoping to enter the MBA program next year.

Kate graduated Valedictorian of her International Baccalaureate program in 2006 and entered the BBA program in the fall of 2006. She recently married her husband, who is also a BBA student in his fourth year.

Kate is active in several student organizations and volunteers for a local non-profit leadership organization.

She needs the site to deliver up-to-date course and degree requirements, current events and information about research efforts related to her degree.

### Kate's Goals

Kate comes to the site to...

- Plan and register for classes
- Keep track of class projects, assignments, schedules and discussions
- Follow event calendars
- Learn about current research
- Find jobs opportunities

## Kate Thompson



"I need an easy-to-use and efficient site that gives me all the information I need about McCombs and University programs and events."

### Background

- 21 year old, married, woman
- Valedictorian IB program 2006
- 4<sup>th</sup> year finance major
- Participates in several organizations

### Attributes

- Current BBA student
- Internet savvy, owns Mac laptop
- Comfortable with social media
- Knowledgeable about BBA program, McCombs & university structure
- Aspiring MBA student
- Busy schedule

### Functionality Needs

- Fast
- Timely & accurate
- Planning tools
- Customizable

### Our Goals for Kate/How do we serve her?

- Visit the site often
- Register for customized site
- Subscribe to RSS feeds
- Participate in online discussions
- Get all degree requirements online

Scenario	Needs	Feature	Behavior
Kate begins her day at 6:30am, immediately turns on her computer and reviews her events and to-do list.	Monitor  Enter data	Customized calendar	Kate notices that she has a meeting scheduled to day and clicks on the link to refresh her memory about the agenda
She is considering what courses to enroll in for the fall.	Degree requirements  List of completed classes  List of open classes that would help fulfill her degree requirements	Customized degree requirements application  Online reviews of classes and professors	Kate scans the classes offered that are open and required for her degree. She looks at the online reviews from students, sets up potential schedules, and selects the classes she will take.
Kate is looking for a student job related to her degree.	List of current job openings in her field.  Sample cover letters and resumes.	Job search application with subject-based and keyword searching.  Resume & cover letter example database.	Kate searches for current openings, narrows the search to a few, saves the search, and begins updating her resume and cover letter to reflect the job requirements.