

The Time Constrained Student

Character Information

- These students have prior commitments such as work, family, and classes
- They have an interest in Design but have trouble making time for more serious participation in Design events and opportunities
- **Mindset:** stressed, overwhelmed, busy
- **Goals:** quick to the point information, easily accessible information
- **Frustrations:** not enough time for new commitments, balancing between responsibilities
- **Tech Ability:** understanding of basic computer skills, ability to zero in on only the information they need or are searching for based on website structure(headings, what pages would have what content based on what it's called, etc)
- **Context of Website Use:** finding information for a task or event they may want to attend or complete, finding information to weigh their options

User Scenarios

Jamie, a 23-year-old student, wants to **learn about the many opportunities** the MiraCosta College Design Department has to offer to determine which ones he wants to include into his busy schedule.

1. **Initial Search:** Jamie googles "MiraCosta College Design Department opportunities".
2. **Website Exploration:** The first link leads to the MCC Design Department website home page.
3. **Information Gathering:** On the webpage, Jamie skims through the page to find sections like "Clubs," and "Events," He discovers the student Gallery Page and scholarship and studying abroad opportunities.
4. **Outcome:** Jamie feels like after his research that the Design Department has good opportunities in which he could take advantage of.

Lila, an 18-year-old student, has filled her schedule as an eager student just beginning college. She has taken an interest in the Design Department, but is **having trouble finding reliable information about events she could attend.**

1. **Initial Search:** Lila types "MiraCosta College Design Department events" into google
2. **Website Exploration:** The first link that shows up is the MCC Design Department Home Page.
3. **Information Gathering:** Lila scrolls until she sees the heading "Events" and browses the information such as location and time and general purpose behind the event. She continues navigating the website and finds the "Maker Club" page where she learns what they do and what times they meet.
4. **Outcome:** Lila does some prioritizing and attends some Design Department events as well as joins the Maker Club. She is positive that her involvement will provide her with experience that can use to further her career.

Charts

I compiled the DMMC's four user personas into a chart. The inspiration came from the article, "[When less is more: Minimalist personas in UX](#)." I came up with four categories I believed would describe the behavior of these four types of people. This chart was later modified to fit our branding to be used for our group work.

