



# Annette P.

Second Year, Master of Health Education and Promotion

“ Making the shift from work, to school, to home, should be seamless when it come to online education.

## Profile

**Occupation:** Health

Communication Specialist

**Age:** 44 years old

**Gender:** Female

**Family Life:** Married, 2 children

**Location:** Marietta, GA

## Web Behaviors

Annette is always connected and manages her day-to-day through he phone. Her teen daughters communicate with her through texting and she keeps her life organized through the calendar on her phone. If it's not on her Google calendar, it's usually forgotten.

## Scenario

Annette is away from home, but has her tablet with her. She needs to be alerted of any new discussions posted in her Grant Writing class.

## Background

Annette recently made a career shift from corporate marketing to public health communication. Although the two careers are similar, Annette loves the fact that she's helping improve the health of people by influencing positive behavior changes.

Two years ago, Annette decided to return to school to get her Master's Degree in Health Education and Promotion. She's noticed that there's been a lot of growth in the public health field. Although she's done well in her current position, she feels that an advanced degree will provide her with the knowledge she needs to move up in her career. Annette is organized and will not take the lead until she's completely knowledgeable about the subject matter. She decided that an online program would allow her to stay close to her teen daughters, husband, and job while gaining the knowledge she needs to advance in her field.

## Goals

Online classes require just as much work, if not more, than traditional classes. There are a lot of post to read and online discussions to participate in. Annette needs a way to keep up with it all when at work, at home, and when she's on the road.

## Frustrations

Annette feels that there is too much clutter in her online classrooms and would like a simpler interface that displays only what she needs. It took her some time to learn the interface and there are still some parts of it that she doesn't understand.

1 The Entrepreneur



# William H.

Third Year, Master of Business Administration (M.B.A.)

“As a business owner, I am able to apply my work experience to my education. This allows me to cater the curriculum to meet my professional goals.”

## Profile

**Occupation:** Business Owner

**Age:** 51 years old

**Gender:** Male

**Family Life:** Divorced

**Location:** Portland, OR

## Web Behaviors

William's business is centered around technology, so in his downtime he is not in a hurry to check his smart phone. He's not into social media either.

## Scenario

William is interested in project management for IT professionals, but doesn't see an existing course. He wants to be able to easily cater an independent study course towards this subject matter.

## Background

William has always had a love for travel and has visited over 30 countries in his lifetime. William is a network engineer until he decided to start his own business 12 years ago providing network services to small- to mid-sized business. His job allows him to set his own hours so that he can travel and spend time volunteer as a business mentor to those who are starting or currently own small businesses. Getting an M.B.A. has always been a goal of his. The online program helps him to accomplish this goal at his own pace.

In running his own small businesses, and working with smaller clients and a number of independent contractors, William has seen and experienced first-hand how challenging it can be to work for yourself, and how technology can be used to better enable individuals to compete with bigger players.

## Goals

With the professional experience William has gained, he's been able to contribute a lot to his class peers and instructor. William would like to be able to focus on new areas of business in his classes and wants to be able to design a curriculum to go along with his areas of interest.

## Frustrations

Because William works a lot, he usually takes one class at a time and occasionally skips a semester. He wants to know where he is in his education journey and how far he has to go and he would like that information available at-a-glance.

1 The Millennial



# Jordan M.

First Year, M.S. in Criminal Justice

“ I find that in many of my classes, I often learn just as much from my peers as I do my professor.”

## Profile

**Occupation:** Full time student

**Age:** 27 years old

**Gender:** Female

**Family Life:** Single

**Location:** Pittsburgh, PA

## Web Behaviors

Jordan is present in many social media outlets. About 3 years ago, she created her own channel on YouTube that give fashion and beauty tutorials. Her video blog has over 2,000 followers.

## Scenario

Jordan wants to be able to share articles and videos she finds that are related to her course work with her classmates. She want them to be able to discuss the media items that she's posted.

## Background

Jordan has a B.A. in Psychology and along with several of her peers, found it difficult to find a job after college due to the changing economy. She's worked in the retail industry over the years, but felt like the degree that she worked so hard for wasn't being used. The part of working in the retail industry that intrigues her the most is analyzing people. She is an extravert and gets her energy from other people. She's met many different people from all walks of life in her jobs. She still works part time while she is in school.

About two years ago, Jordan became good friends with someone who works in the criminal justice field as a juvenile justice officer. Jordan was intrigued by his profession and decided to return to school to get her M.S. in Criminal Justice. She doesn't like the idea of sitting in a cubicle all day and would probably be distracted easily. She feels like this career field would allow her to not be confined to a desk and to be able to help people.

## Goals

Jordan wants to be able to get to know her class instructor and classmates in her online classroom. Since she is not there physically with them, she would like to see their pictures and some general information about them. Jordan need to feel engaged in order to be focused on her work.

## Frustrations

Jordan likes the convenience of online education, but desires to have the same experience she has with the social media outlets she uses. The online classroom experience feels dated to her.



# Phil B.

First Semester, B.S. in Accounting

“ *I’m excited about school this time around. I’m more focused and my family keeps me motivated* ”

## Profile

**Occupation:** Account Manager

**Age:** 39 years old

**Gender:** Male

**Family Life:** Married, 1 child

**Location:** Laredo, TX

## Web Behaviors

Phil was a little late in the game when getting a smart phone, but wished he’d gotten one sooner. He really likes that he can look up anything he has a question on and can find the answers, no matter where he is.

## Scenario

Phil is starting his very first online class and wants to find a tutorial on how to use the classroom and the purpose of each module.

## Background

Phil attended college right after high school graduation, but never finished. He dropped out towards the end of his sophomore year after his mom became ill. After she passed away, he didn’t have the desire to return. Jared ended up getting married and starting a family in his early 20s. When his son started looking at colleges, he asked his dad why he never finished up classes to receive his degree.

Phil’s often thought of returning to school. He’s done well without a degree, but he knows that having it will help to go even further. His son gave him the push he needed to get back into it. He also knows that his mom where still here, she would be proud to see him graduate.

## Goals

Phil is an numbers guy, but is not the most tech-savvy. He is the type who if he doesn’t know how to do something, he will try to figure it out on his own before asking someone. Phil needs a place to go that will instruct him on how to use the online classroom and that will provide resources as well.

## Frustrations

College has changed a lot in the almost 20 years that Phil has been out of school. He needs clear instructions on where to start, and the process he will need to go through in order to complete a class. He is taking two classes and sees that the two instructors handle class entirely different. He would like things to be more streamline, and to have a consistent experience among his classes.