Prospective Student Persona: Jennie

Jennie has been researching colleges and universities for several months and is finalizing her list of potentials. She's drawn to schools with a strong engineering program, but she also factors in campus life and student clubs, scholarship opportunities, and the school's location (not too far from home, but not too close, either!).

When she goes to a school's website, she feels excited and wants to learn more. But if the site is difficult to navigate or is poorly designed, she feels overwhelmed and goes elsewhere for information.

Age: 17

Grade: High School Junior

Interested in: Engineering

Objective: Research colleges and universities to decide which ones she wants to get more information about or tour.

Web Usage: Jennie is always connected. She relies on her iPhone to text and Facetime her friends, and she searches for everything on Google.

Social Media: Instagram, Snapchat, and Tik Tok.

BEHAVIOR

Jennie uses Google to find schools with her potential major and uses the college search software provided by her guidance counselor.

When on a school's website, she wants to:

- Learn about the major she's interested in (like program ranking, class size, types of courses she'd take, etc.)
- Get a feel for student life on campus
- Sign up for information sessions and campus tours

She also looks for what current or past students have to say about the school on YouTube and social media to get an unfiltered feel for the school.

NEEDS

- **A clear, organized homepage.** She doesn't want to feel overwhelmed needs clear navigation.
- **An easy to find information on programs.** She doesn't want to get lost on program pages or sub-sites.
- **A genuine feel for campus life.** She loves to hear stories about the school directly from current students.
- **A decent search tool.** She defaults to this when she can't find what she's looking for.

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