

Hello  
my name is

**Dr. Luke Jones**

**STUDENT-CENTERED DESIGN TEAM**

# STUDENT PERSONAS

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Focus  
Clarity  
Insights



**USE WHEN YOU ARE....**

**Brainstorming**

**Communicating**

**Illuminating differences**

**commonalities**

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**{NAME}**

{DESCRIPTION}



# STUDENT PERSONA

## **needs a way to:**

Describe what the student is trying to achieve

## **current frustrations:**

Articulate the student's source of frustrations, their pain points.

## **primary motivation is:**

What are the student's values and motivations?

## **needs:**

Describe the student's needs, even they ones the student may not see.

**"MEMORABLE QUOTE THAT BRINGS THE NEED TO LIFE"**

**It would be game changing to create a world for \_\_\_\_\_**

Where they .....

And makes them feel.....

So that.....



# MEET SARA



A freshman majoring in radiology from Meridian Idaho who lives with her parents.

Now that I am struggling, how do I figure out what to study and what career that sets me up for? I'm busy working and commuting. Give me a helpful resource that can work with me on my timeline and as I am. Help me figure out where I want to go and how to get there.

Female | Caucasian | First-generation  
Middle-class | In-state | Loves Dogs |  
Plays sports | Conservative family  
upbringing | Religious |

"I came to Boise State to get a good job and open doors for my future. I got in and now I am struggling in a big way. I'm doing ok in my English-plus class but Math is not going well. I question my major and even if I should be here, and since my parent's didn't go to college, they don't really know how to help me. Maybe I should take a break from college."

## **Sara is:**

Trying to succeed in college while working and staying out of debt. She is questioning her major (radiology) and looking for a clear path forward.

Relying on her parents and advisor to help her make decisions.

## **Her primary motivation is:**

Boise State was the only option she really ever considered. She is here because it is practical, will help her get a good job and she wants to find a place to put her passion and strengths to work. She really wants to keep from taking on debt for college. She loves her family, is a hardworking and outgoing person and is wondering if she made the right decision to live at home.

## **Her current frustrations:**

She is not doing well in her first term. She is trying to find help while living 20 minutes away. She doesn't like staying on campus all day so she goes back and forth a number of times during the day for meals, changing for lacrosse practice, and to work as a nanny in the afternoons. She feels disconnected from campus services and support.

## **Sara needs:**

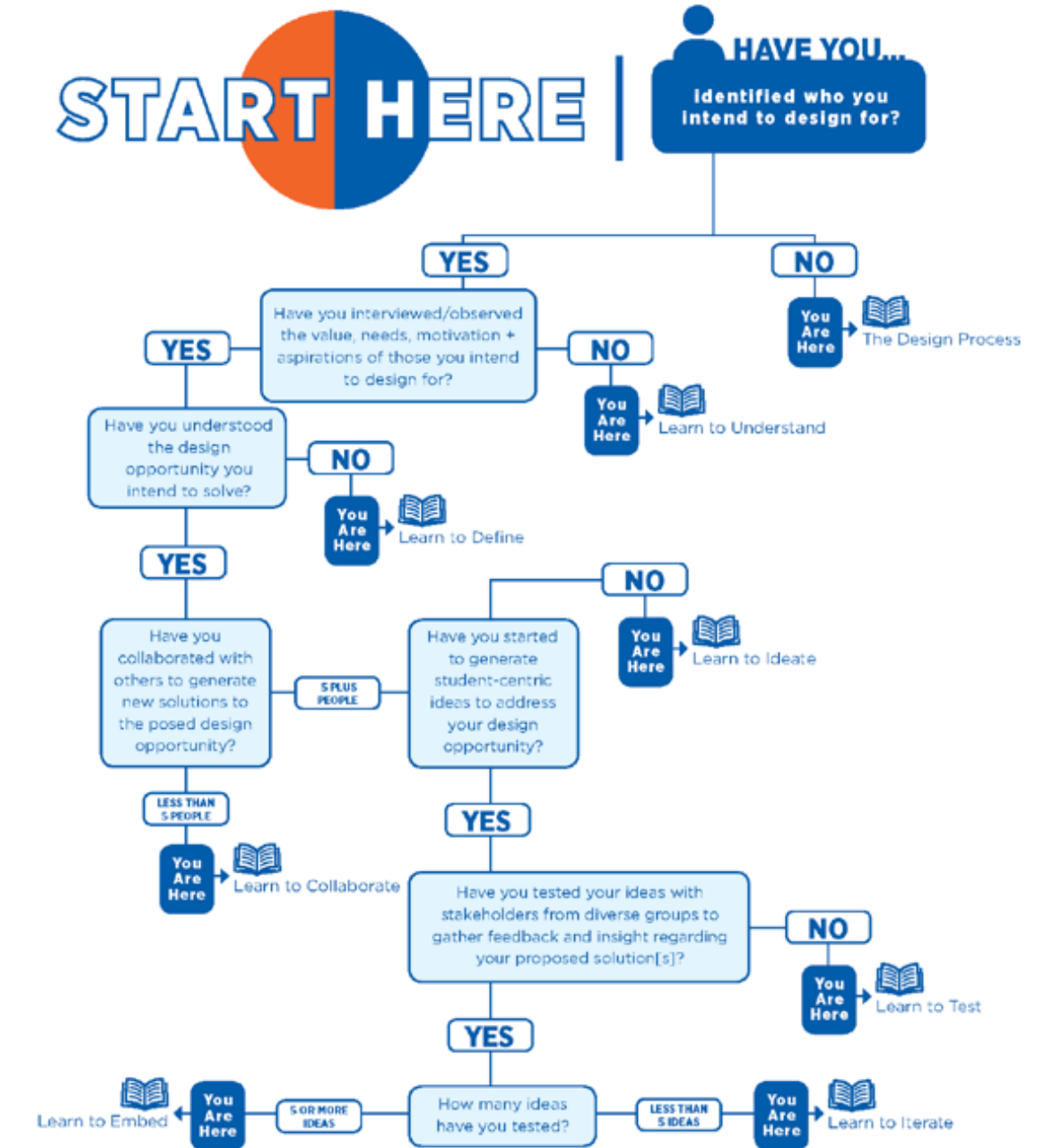
A way to assess how her chosen major aligns with her ability, passion and career goals early in her first semester.

Early support and help to build the academic skills she will need to be successful.

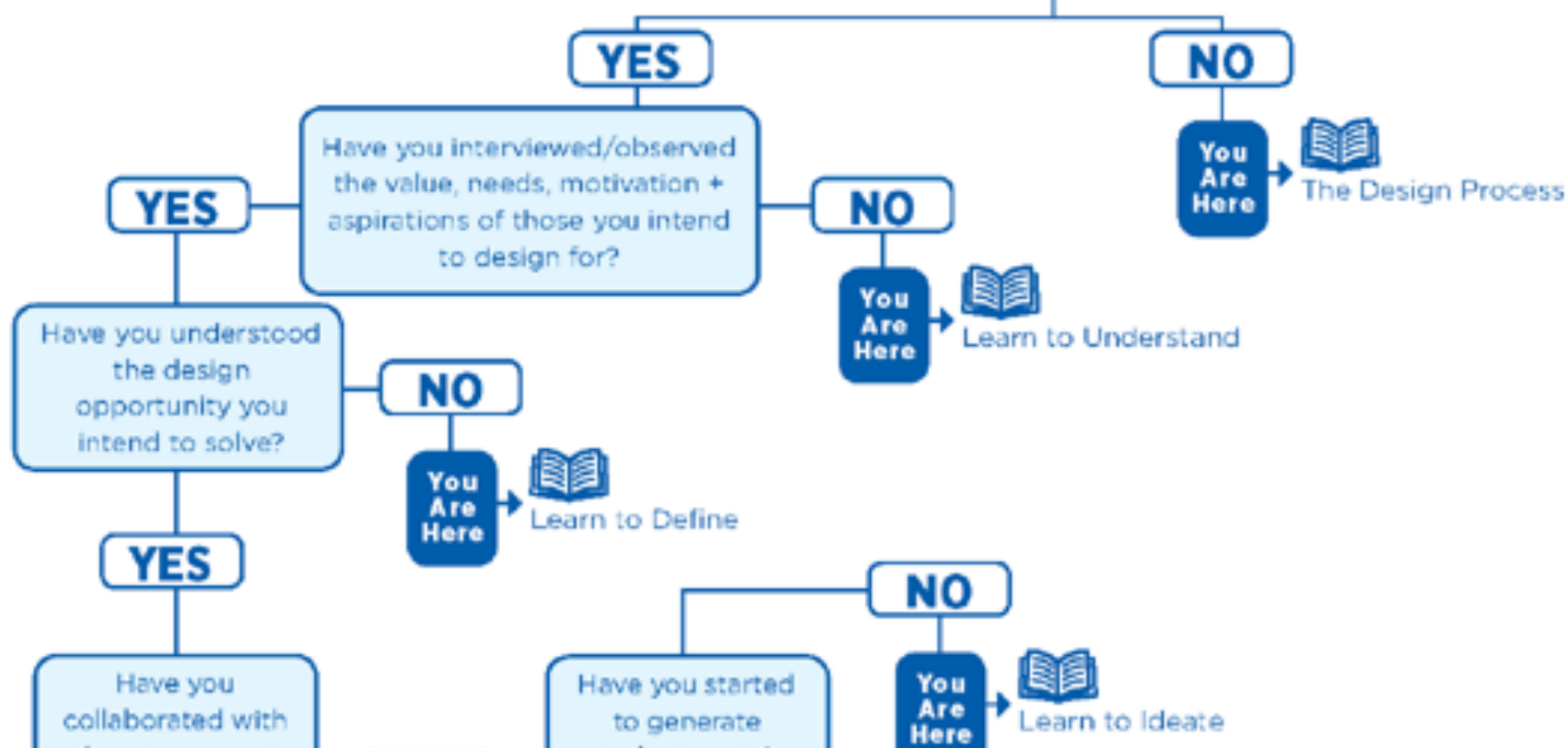
Intervention to help her get a B or better in Math and English in her first year.

Confidence that she can make it as a college student.

# WHERE ARE YOU?



**Identified who you intend to design for?**







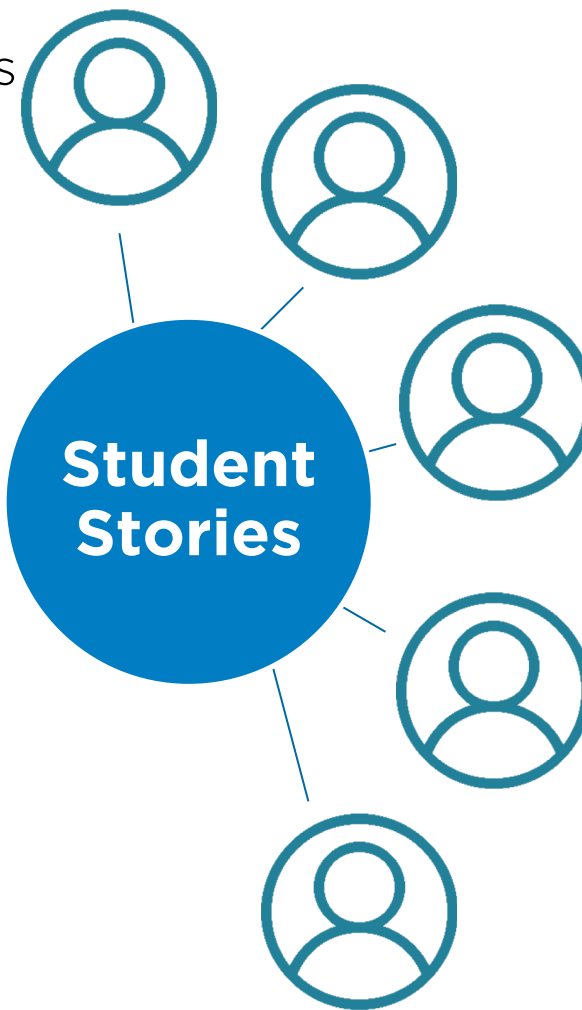
- Observations
- Photo journeys
- Field notes
- Interviews

**Empathy  
Maps**

**Insights &  
Defined  
Needs**

**Student  
Stories**

Student Personas





## FRUSTRATIONS

What fears, frustrations, anxiety, or obstacles are they facing?

## GOALS

What are they hoping to achieve? What does success look like?

# EMPATHY MAP

## WHAT DOES THIS STUDENT THINK AND FEEL?

What really matters to them?  
What occupies their thinking?  
What worries and aspirations do they have?

## WHAT DO THEY SAY AND DO?

What is their attitude toward others?  
Memorable quotes and stories  
What do they do in public?  
How has their behavior changed?

## WHAT DO THEY HEAR?

What are friends, family, faculty, advisors and other influencers saying to them that impacts their thinking?

## WHAT DO THEY SEE?

What in their environment influences their thinking and behavior?  
What are other people around them doing that shapes their experience and thinking?  
How are interactions with the university shaping their experience?

## After class, before the gym

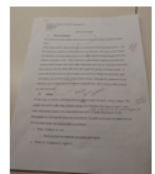
Once I get home, I always end up laying in my bed, doing homework prior to going to the gym. I have a perfectly good desk in the corner of my room, but it is overrun by the mess of all my makeup. I find myself getting really distracted and tired when I try to do homework on my bed. Sometimes, I end up taking a nap even though it's only a Monday. Although, I barely ever get a chance to sleep in, so a nap here and there helps.



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## TUESDAY

## Coming to work after my research methods class

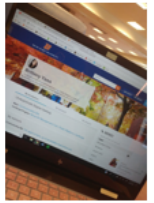


Wednesdays are always my toughest days because I go to class, go to work, then back to class. This photo is of my methods description for a research project in my COMM 500 research methods class. I am the project manager for my team, and took the responsibility of transferring the professor's notes to our Google drive. My team is researching dating app use in college students and how it affects loneliness and rejection. We thought this to be an interesting and new topic because online dating is evolving and becoming normalized within younger generations.

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## Tuesday Morning

On Tuesday morning, I usually have a meeting with the faculty advisor for the Public Relations Student Society of America (PRSSA) regarding weekly agendas, but we rescheduled. I didn't have class until noon, so I decided to take the time to get to campus early and work on assignments due before spring break. If I get the chance, I always like to sit in a booth in the AUD before my afternoon class. Here, I pulled up my student account before accessing Blackboard for my English 200 class.



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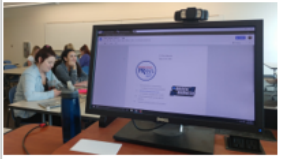
## COMM 482: Media Relations

Usually, I am bored when I come from my English 200 class. I like the concept of team work, but don't agree with the way the professor teaches it. When I go to my COMM 482 class, it always brightens my day to see my friend Zoe. Zoe and I are in PRSSA together. In fact, she was on my team in PRSSA when I first joined the executive board. She has a great personality and is a hard worker. I don't know what I would do without her cheery personality to brighten up my Tuesdays and Thursdays.



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## PRSSA



PRSSA is my last class of the day, and I always look forward to it. It's very busy and structured, but we still maintain professionalism in our client work. Today is a particular day I wanted to showcase because we discussed the importance of volunteering and the opportunities our members have gained with the PRSSA. Also, we held a criteria communication activity, where we mixed up the teams and discussed the criteria in the episode of the Office where paper is recalled due to an inappropriate statement. It was a very low key class day, and everyone appreciated it due to the stress of the semester. I enjoy being the President of PRSSA and finding ways to connect PR to our members.

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## WEDNESDAY

## Catching up with my work wife

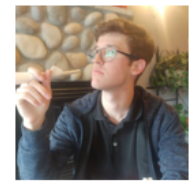
Alynn is my work wife at BPM. She's like the Pen to my Qin from the Office. I love catching up with her when we are transferring the chaos from the mail into the general log. We talk about the craziness of school and college life. We are very much alike so it's easy to get along with her. I always look forward to seeing her at work.



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## After my media relations class

Once I am out of my media relations class (every Monday/Wednesday), I go to visit my boyfriend, Sean. He and I attend different schools and have busy schedules, so we always hang out every Wednesday, Saturday, and Sunday. Today was a fun day because I took him to try Vietnamese noodles (Pho). It's one of my favorite classes and something I like to share with my friends. Luckily, Sean liked it, even if he couldn't eat it with chopsticks. I felt lucky to have someone who is adventurous to try new things and willing to compromise with my hectic schedule.



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## THURSDAY

## PRSSA faculty advisor and president meeting



Usually I meet with the faculty advisor, Christine Moore, on Tuesday, but we rescheduled to Thursday. We always talk about weekly agendas and campaign progress with our various clients. As we approach spring break, we talk about wrapping up campaigns, elections, and nominating candidates for the class. As of now, we are planning an event with the Delta Public Relations Society of America (DPRS) for a resume workshop. Also we discussed the rebranding initiative with PRSSA into Blue House Communication and how that affects the upcoming elections.

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## Coca-Cola new flavors?!

My BPM coworker, Alynn, is the Coca-Cola Ambassador at Delta State. Today was one of the few days I got to see her while on the quad with class products. She introduced me to the Georgia Peach flavor of Coke, which was actually pretty good! I am not an avid soda drinker, nor do I really like Coca-Cola, but I made the exception for my dear friend.



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## ENG 202: Technical Communication



In my technical communication class, a representative from TMC came to speak about the Honair Scholarship program for undergraduates interested in graduate school. I am interested in graduate school, but only later in my career. I feel like it will exhaust me to go to grad school after completing my bachelors. I like the idea of paying off my debt first and getting experience under my belt before going back for a master's degree. I think it's pretty typical for students to do that rather than go back right away.

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## COMM 482: Media relations and guest speakers

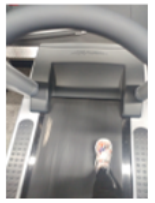
Unfortunately, this is a very uninteresting picture of my class guest speaker, Andrea Daerden. Daerden is the Director of Communication at the Ada County Sheriff's Office. I heard her speak at my PRSSA regional conference and found her to be intriguing and inspiring. Even when she spoke in my media relations class, she did not repeat herself much and continued to inspire me. She emphasized using a consistent brand and being true to yourself and the public. The most dangerous thing to be is uninformed.



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## Post class, onto the gym

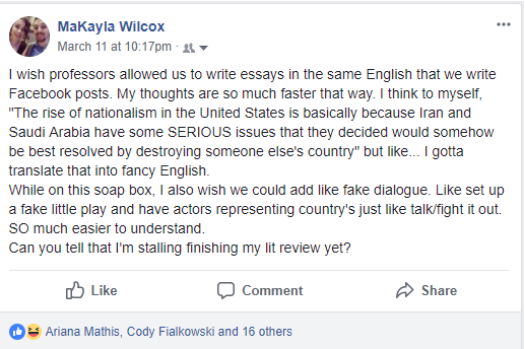
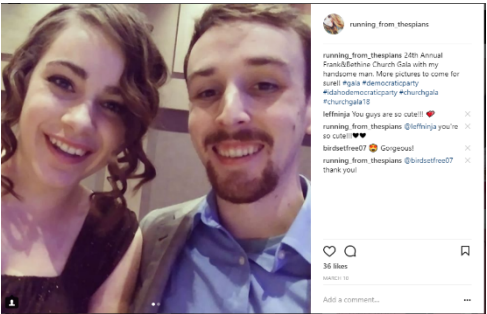
It placed over my mind to take a picture of my PRSSA board meeting, but typically we discuss campaign progress, initiatives for the upcoming week, and the current status of our rebrand. Things have been exciting since our hectic regional conference.



In this photo, I usually don't go to the gym after my classes on Thursday because my meeting ends at around 8 PM. I decided to push myself and go to the gym because I am trying to live a healthier lifestyle. I go to Idaho Fitness Factory by my house in Meridian because I get to work out with my best friend and the gym itself is not as busy. I like to begin my workout by walking at a high incline before running on high speed in intervals.

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