

BUILDING CONTENT

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blogs.kent.ac.uk/webdev



Personas

Who are your users?

V2.0 - 02/15



HELEN THE PROSPECTIVE UNDERGRADUATE

"I want a respected degree from a good university so I can have the best career chances. I'm a bit nervous about leaving home, but I'm really excited about student life and making new friends. I'm interested in knowing more about Kent's links with Europe."

Helen will be the second in her family to go to university. She is determined and motivated. There is a certain excitement to study here for which Helen has been a good role model. Kent is not far from her home in Surrey.

Helen's parents are positive about the success, responsibility and safety of what they were impressed during a recent visit to Kent following a UCAS exhibition.

Helen is also looking forward to her freedom and social life. She is going to be a 1st year at BSc and she would appreciate any good support in the first year.

Her grandfather is French and Helen goes to play in France often. Helen says European ones are something she is keen about.

Motivation	Low	Medium	High
Reputation/degree value	Low	Medium	High
Academic/teaching excellence	Low	Medium	High
Research excellence	Low	Medium	High
Employability	Low	Medium	High
Location	Low	Medium	High
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Technology
Highly experienced. Owns a smartphone, tablet, and laptop. Can use them to be accessed on multiple platforms.

Key goals and tasks on the site
About Kent: degree value, academic excellence and the first experience of university life. (Focus on research excellence and research excellence)

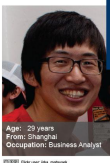
Brands
Helen is keen to see the first experience of university life. (Focus on research excellence and research excellence)

Reassurance
European opportunities

Academic excellence
Aspirational

Future prospects
Social and cultural enrichment

V1.0 - 03/14



LIU THE PROSPECTIVE INTERNATIONAL POSTGRAD

"A British university! This will provide European links to boost my opportunities. Reputation and quality teaching are key. Canterbury's friendly, cosmopolitan and pastoral environment will provide a great English cultural experience."

Li wants to take his career forward. Academic and research excellence of learning to be an expert in his field. He is determined and motivated. There is a certain excitement to study here for which Helen has been a good role model. Kent is not far from her home in Surrey.

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RYAN THE CURRENT UNDERGRADUATE

"I'm taking on more responsibility and learning to think for myself. Quality teaching, support and guidance is helping me focus. I'm loving student life, friends, societies and sports. Time is passing and I need to plan for the future."

Ryan has just started his second year in Computer Science. He has achieved a 1st class honours degree. He is determined and motivated. There is a certain excitement to study here for which Helen has been a good role model. Kent is not far from her home in Surrey.

Ryan's parents are positive about the success, responsibility and safety of what they were impressed during a recent visit to Kent following a UCAS exhibition.

Ryan is also looking forward to her freedom and social life. She is going to be a 1st year at BSc and she would appreciate any good support in the first year.

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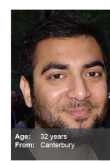
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SIMON THE ACADEMIC

"I am passionate about my research and providing quality lectures to students. I work hard to publish and attract funding to develop my research interests."

Simon is a lecturer at the School of Architecture. He is working as an architect in London from the PhD at Canterbury.

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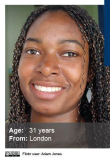
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SOPHIE THE PROSPECTIVE RESEARCH POSTGRADUATE

"I'm excited and a little anxious about making a big life decision. I want to make sure I choose a research centre with a world-class reputation where I can pursue my interests to the full in a supportive environment. Finance and location are both key factors too."

Sophie got a first in Sociology and took an MA in Child Studies at University of the Arts. She is determined and motivated. There is a certain excitement to study here for which Helen has been a good role model. Kent is not far from her home in Surrey.

Sophie's parents are positive about the success, responsibility and safety of what they were impressed during a recent visit to Kent following a UCAS exhibition.

Sophie is also looking forward to her freedom and social life. She is going to be a 1st year at BSc and she would appreciate any good support in the first year.

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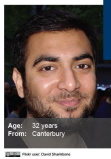
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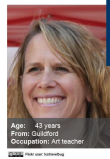
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JUDITH THE PROSPECTIVE UG PARENT

"I want the best opportunities and future prospects for my child's reputation, education and a safe environment."

Judith wants the best for her daughter Helen and takes university seriously. She and her husband are enjoying their daughter's education and doing through research.

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Users

The 5 golden questions

1. What are they skeptical about in relation to what you offer?
2. What problems do they have in relation to what you offer?
3. Why are they coming to your site?
4. What's changed for them now they've found your site?
5. What would their life be like if they listened to you?

Content compass

What do we want users to think about us?

First impression	Value statement	Proof
<i>What first impression to we want the user to have?</i>	<i>What do we want our user to believe about our product?</i>	<i>How do we demonstrate to users that this value is true?</i>

Data

What are users actually doing?

Quick stats

- Pageviews/sessions per year
- Time on page
- Bounce
- Exit
- Age
- UK/EU vs Overseas

Journeys

- Previous pages
- Entrances vs Previous pages
- Next pages

Key goals

How to prioritise

Drive

Important to business

Focus

Important to users and business

Meh

Not important to anyone

Guide

Important to users

User scenarios

Different users, different content

Scenario	User group	Focus	Drive	Guide

Core model

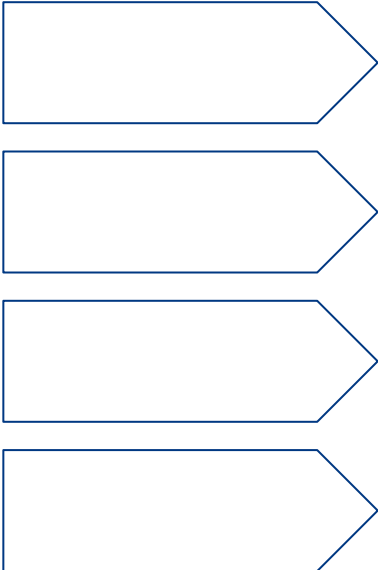
Core page name:

Target user group:

Business goals

User goals (*as a ... I would like to ...*)

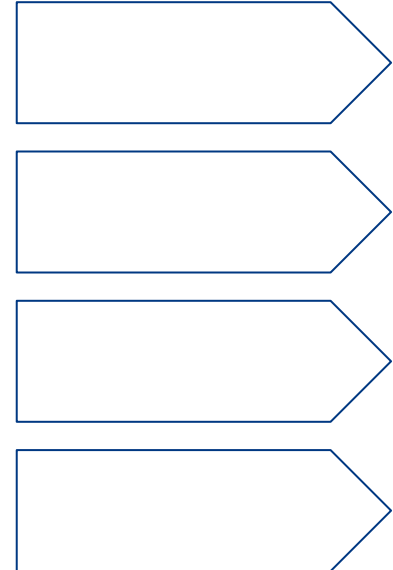
Inward paths



Core content (focus, drive, guide)



Forward paths



Content heuristics

Things to think about how our content is designed

Findable <ul style="list-style-type: none">- can users easily locate what they're looking for?- are there multiple ways of accessing things?	Accessible <ul style="list-style-type: none">- language familiar to the users?- technical accessibility?	Clear <ul style="list-style-type: none">- is task completion obvious and distraction free?- would the user find it easy to describe what you're asking them to do?
Communicative <ul style="list-style-type: none">- is the status and location of the user obvious?- does navigation and messaging help set a sense of place?	Useful <ul style="list-style-type: none">- are users able to get done what they wanted?- navigation options that lead users where they need to go next?	Credible <ul style="list-style-type: none">- Is it easy to contact a real person?- Is it consistent?
Valuable <ul style="list-style-type: none">- Is it desirable to the user?- Conforms to user expectations?- Can a user easily describe the value of what you're offering?	Learnable <ul style="list-style-type: none">- Can your content be grasped quickly?- Is it memorable and easy to recount?	Delightful <ul style="list-style-type: none">- How does this differ from other similar experiences?- How are user expectations being exceeded?- What are you providing that is unexpected?