General public user persona

Suzanne – mother of a St Andrews student

Age: 52-years old
Location: New York, USA

Background information

Suzanne is the mother of Amelia, a third year student in Chemistry. Suzanne is highly proud of her daughter for choosing to go overseas for her undergraduate degree, and for meeting the high entrance requirements for St Andrews. She visits Scotland regularly and has an ongoing relationship with the Admissions staff who assisted Amelia during her application.

Suzanne is a criminal deference lawyer for a New York law firm, whilst her husband is the CEO of a logistics company. They are paying for Amelia’s tuition at St Andrews and have high expectations for their daughter’s university experience. Suzanne has hosted St Andrews welcome events for new students at their home, and is happy to talk to other parents about St Andrews.

Technical competence

Suzanne is a competent user of technology. She is almost always connected via her smart phone and also uses a desktop computer at work.

Communication

Suzanne would rather speak to people – either in person or by phone – over email in most instances. Emails sent to her work email address are usually read by her secretary and only passed to Suzanne if there is something to action. Suzanne is an avid social media user and often comments on the St Andrews social media pages, and is very active on the international parent’s Facebook page.

Goals

Suzanne wishes to be communicated to often about University news and events, and especially those in her local area. She wishes to share her knowledge about the University and the processes around being an international parent with others. She is happy to support the University where she can; in hosting or attending events, aiding with fundraising or donating money to University causes which Amelia is passionate about.
Information required

• News and events – especially local events
• How to support the University – financially, through giving time or a venue
• How she can support her daughter from New York