Prospective undergraduate student user personas

Simon – Scottish student
Emily – rest of UK student
Abby – International student
Bruno – Non-native English speaker
Danny – direct entrant to 2nd year
Juno - incoming year abroad student
Sally – prospective undergraduate student with disabilities

Simon – Scottish student
Age: 17-years old
Location: Edinburgh, Scotland

Background information

Simon is a prospective undergraduate looking into studying Chemistry at the University of St Andrews.

Simon wishes to remain in Scotland to study, so is interested in comparing Chemistry undergraduate courses offered by Scottish universities. After graduating, he would like to work as a Chemical Engineer so is particularly interested in career prospects, links with industry and testimonials from former students. In addition to this, he is also interested in accommodation options, price of living and extra-curricular activities, and how these compare to other Scottish universities.

Technical competence

Simon is a very confident user of technology. The majority of his internet use is via smartphone or tablet.

Communication

Simon would rather communicate via email. He is researching his options and contacting lots of different universities so likes to keep a paper trail of all correspondence. However, he would also like the opportunity to make a phone call if he has specific questions to ask.
Goals

Simon wants to study Chemistry in Scotland with the long-term aim of becoming a Chemical Engineer. He wants to find the course that is going to provide him with the best opportunities in his chosen field.

Information required

- Career prospects
- Links with industry
- Department facilities
- Entrance requirements
- Accommodation options
- Price of living
- Extra-curricular activities

Emily – English student

Age: 17-years old

Location: Surrey, England

Background information

Emily is a prospective undergraduate looking into studying Modern Languages at the University of St Andrews.

As an English student, Emily is liable for tuition fees so she would like information on these in order to compare other institutions. She would also be interested in knowing if she is eligible for any scholarships too. Of the Universities she is considering, St Andrews is the farthest from her home so Emily would like information on transport links and getting to/from the town.

Emily is interested in studying Modern Languages primarily for the study abroad options associated with these degrees. She is not sure what languages she wants to study though, so would like to know the different combinations that she can apply for - along with the study abroad options for each one. She is also interested to learn about extracurricular activities associated with Modern Languages e.g. societies, language exchanges etc.

Technical competence

Emily is a very confident user of technology. The majority of her internet use is via smartphone or tablet.
Communication

Emily is applying through UCAS so the majority of correspondence concerning her application will be through this system. She would, however, like the option to contact someone at the University via phone prior to her application if she has any questions or concerns.

Goals

Emily would like to know about tuition fees and her eligibility for scholarships. She is interested in Modern Languages and opportunities to study abroad.

Information required

- Tuition fees
- Scholarships
- Travel information
- Study abroad opportunities
- Degree options
- Entrance requirements
- How to apply

Abby – American student

Age: 17-years old

Location: Columbus, Ohio

Background information

Abby is a prospective undergraduate student considering studying International Relations at the University of St Andrews.

Abby has never travelled outwith the US before so her primary concern is information on moving to and studying at St Andrews - including visa applications, tuition fees and accommodation options. She is quite nervous about moving to a new country where she doesn’t know anyone so would also like the opportunity to get in touch with people from the same area as her who attend St Andrews. Abby is also not sure how her American school qualifications translate into the Scottish system so would like information on international entrance requirements.
Technical competence

Abby is a very confident user of technology. Her internet use is split between her smartphone, tablet and laptop.

Communication

Abby would like to receive all official University correspondence via email. However, she would really appreciate the opportunity to discuss the University face to face with an Admissions agent - both her and her parents have questions and concerns that they would like to talk over with someone.

Goals

Abby would like to understand everything involved in moving to the UK, especially the visa application process. She would also like to get in contact with people from her local area prior to travelling to Scotland who will be attending the University.

Information required

- Visa process
- Tuition fees
- Accommodation
- Entrance requirements
- Living in Scotland

Bruno – Brazilian student

Age: 17-years old

Location: São Paulo, Brazil

Background information

Bruno is a prospective undergraduate looking into studying Physics at the University of St Andrews.

Although competent in English, Bruno has never lived in an English speaking country and is worried about his ability to keep up in English speaking lectures and actively participate in tutorials. He would like to know about entrance requirements, specifically English language proficiency, and any implications for visa applications in terms of not being a native English speaker. He is also wondering what English language support would be available through the University while he is studying.
He would also like to know about accommodation options and information about moving to and living in St Andrews.

**Technical competence**

Bruno is a very confident user of technology. He splits his internet use between smartphone, tablet and laptop.

**Communication**

Bruno would prefer to send and receive emails rather than talk over the phone. He likes to have time to proofread his writing and he is not confident in his ability to understand phone conversations in English. Also, the time difference would make the timing of phone calls difficult.

**Goals**

Bruno is primarily interested in English language proficiency requirements and English language support that would be available through the University while he is studying. He is also curious as to how his school qualifications translate into the Scottish system, and whether his degree will be recognised by Brazilian employers.

**Information required**

- Entrance requirements
- English language requirements
- ELT summer schools
- ELT support
- Tuition fees
- Visa process
- Living in Scotland

**Danny – direct entrant to 2nd year**

*Age: 17-years old*

*Location: Cardiff, Wales*

**Background information**

Danny is a prospective undergraduate exploring the option of direct entry into second year to study Computer Science at the University of St Andrews.
Danny is an excellent candidate for direct entry to second year having achieved excellent grades at school and also undertaken a computer science industry work placement. He is exploring the option of direct entry into second year so would firstly like to know if this is available in his chosen subject.

He also has doubts about whether direct entry into second year would be the best choice for him. He wonders if he will miss out on important first year experiences so would like to know what benefits there are to direct entry to 2nd year to help inform his decision. He would also like to know if any extra support would be available to help him make the transition into second year.

Technical competence

Danny is a very confident user of technology. He splits his internet use between smartphone, tablet and laptop.

Communication

Danny would prefer to communicate via email, unless he has a specific question in which case he’d like to have the option to speak to someone over the phone.

Goals

Danny would like to know if direct entry into second year is possible in his chosen subject, and the additional entrance requirements for this.

Information required

- Programmes that allow direct entry into second year
- Additional entrance requirements
- Benefits of direct entry
- Support for direct entry students
- How to apply
- Tuition fees
- Accommodation
Juno – incoming undergraduate study abroad student

Age: 20-years old
Location: Hong Kong

Background information

Juno is a second year student at University of Hong Kong who is interested in coming to St Andrews for a semester abroad. Due to his mother’s job, he has lived in a range of different countries and he thinks that a semester abroad would look good on his academic transcript.

Because of his strong academic record in Management, Juno wants to ensure that any study abroad programme that he joins will allow for academic credits to be transferred back to his home institution. He is also interested in taking some new classes during his time abroad. Juno would prefer to be in a shared room in a town centre hall as to be able to make friends quickly.

Technical competence

Is an adept user of technology, including new technology. His internet usage is almost entirely on his smartphone.

Communication

Juno is not receiving all that much support from his home institution so he requires a lot of communication from St Andrews. He expects to be able to call and speak to a member of University staff who will know which stage of the application process he is at and will become frustrated if he has to repeat the same information to multiple members of staff. Juno can be lax at checking his emails regularly.

Goals

Juno wants to know before he applies how likely he is to be offered a place to study abroad at St Andrews. He also wants to know what courses he could take, and whether the credits could be transferred back to his home institution.
Information required

• How likely he is to be offered a place
• What academic courses could be taken
• Can credits be transferred

Sally – prospective undergraduate student

Age: 17-years old
Location: Kent, England

Background information

A prospective undergraduate interested in studying Economics and Management at the University of St Andrews.
Sally is very interested in attending St Andrews but requires a lot of reassurance that the University will be able to support her, due to her disability, which makes it difficult for her to walk long distances and requires her to have regular hospital appointments. Sally has had outstanding support from her sixth form and has applied to other Universities, including the London School of Economics, Durham and York. St Andrews is the furthest distance from her family and she is concerned that without them in close proximity, she may struggle at University.

Technical competence

Is a confident user of technology. Her internet use is split between her smartphone and her laptop.

Communication

Sally would rather email than call the University, as she sometimes gets anxious when talking about her disability.

Goals

Sally thinks that it is vital for her to visit the Universities to discover whether she will be able to cope with the depends of living in each setting. She also needs reassurance that academic staff will not penalize her for missing classes due to hospital appointments.
Information required

• Accommodation
• Timetable scheduling
• Student support