Student Ambassador - Jayla



- Jayla:
  - Liberal Studies major
  - 2nd year in the COPA program
  - Newly hired student ambassador
- Familiarity with Mercer and Technology:
  - Somewhat familiar with navigating ‘mercer.edu’
  - Comfortable with technology
  - Somewhat familiar with Mercer information and processes
- Goals:
  - Wants to be able to answer student questions quickly and accurately

Student Ambassador - Jayla



- Jayla recently started working as a Student Ambassador at Mercer. During her first week, a student asks her questions about financial aid contact information. She is unfamiliar with many university departments and struggles to find the correct information on the existing website. She uses the e-directory to quickly locate advisor contact details and office locations by typing in “Financial Aid advisors” so she can help students with confidence. Their names, specialization, phone numbers, and emails immediately pop up.

SCENARIO 1 – Jayla – New Student Ambassador

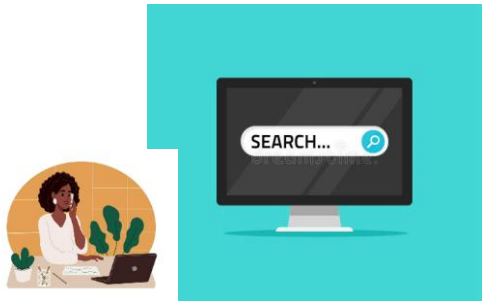
Goal: Find financial aid advisor contact information for a student.

1. Student Asks



A student asks Jayla for financial aid advisor contact information. She is not sure where to look.

2. Open Directory



Jayla opens the university information e-directory on her computer.

3. Search Advisors



She types "Financial Aid Advisors" into the search bar.

4. View Results



The directory shows advisor names, phone numbers, emails, major concentrations, and office locations.

5. Help Student



Jayla shares the correct information with the student without a long search.

COPA Student - Tommy



- Tommy:
  - Pre-health major
  - 3rd year in the COPA Program
- Familiarity with Mercer and Technology:
  - Familiar navigating ‘mercer.edu’
  - Somewhat comfortable with technology
  - Familiar with Mercer information and processes
- Goals:
  - Having immediate access to the academic calendar
  - Resolving hold

COPA Student - Tommy



- Tommy is a current student who needs to find the academic calendar to find out the date for when Spring 2027 registration opens. She also currently has a hold on her MyMercer account and is frustrated because she knows she can't register for classes without resolving it. She visits the Mercer website but has trouble finding the correct pages. Instead of searching through several sections, she uses the proposed e-directory to get the direct link to the academic calendar by typing in "26-27 Academic calendar" and a set of instructions how to find and resolve her hold by typing "I have a hold on my account". It gives her the types of holds one can have and the steps and contacts to resolve each.

SCENARIO 2 – Tommy – Current Student

Goal: Find the Spring 2027 registration date and learn how to remove an account hold.

1. Needs to Register



Tommy wants to register for Spring 2027 classes before they fill but she has an account hold that is preventing her from registering.

2. Open Directory



She opens the university e-directory to find the information related to her hold.

3. Search Account Hold



She searches "I have a hold on my account" and views hold types and removal steps.

4. Hold Solutions



She finds the office contact information and knows who to contact to resolve her specific hold.

5. Find Calendar



She then searches "26-27 Academic Calendar" and finds the Spring 2027 registration date.

6. Final Task



Tommy is able to clear her hold and register for her courses in time before they filled up!

Prospective COPA Student - Roxy



- Roxy
  - Interested in getting an IT-related degree
  - Has a part-time job
  - Has a busy home life with 2 kids
- Familiarity with Mercer and Technology:
  - Very unfamiliar with navigating ‘mercer.edu’
  - Uncomfortable with technology
  - Very unfamiliar with Mercer information and processes
- Goals:
  - Determining if Mercer is the right fit for her schedule

Prospective COPA Student - Roxy



- Roxy is a working mother who has been thinking about returning to college to finish her degree. Between working full-time, taking care of her children, and managing her household, she has very little free time to research universities. She visits the Mercer website to learn about class offerings and admission requirements. However, she has trouble finding all the information she needs because it is spread across different pages. She uses the proposed e-directory to find everything in one central location, helping her decide whether attending the university would fit into her busy life. She looks up “class offerings for IT-related degree” to see what majors best fit the classes she wants. She also gets the proposed semesters that each class will be available so she can plan ahead accurately of when to start. She types in “admissions requirements” and is directed to the available admissions counselors, their contacts, and their specialization.

SCENARIO 3 – Roxy – Prospective Student

Goal: Find IT-related degree programs, class offerings, and admission information.

1. Thinking About College



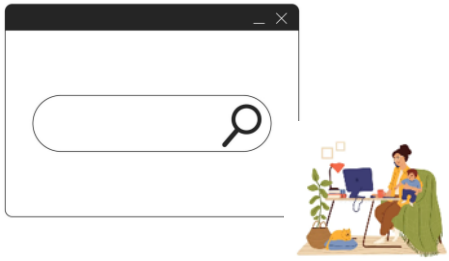
Roxy works full-time and has two children. She wants to return to college but has little free time.

2. Open Directory



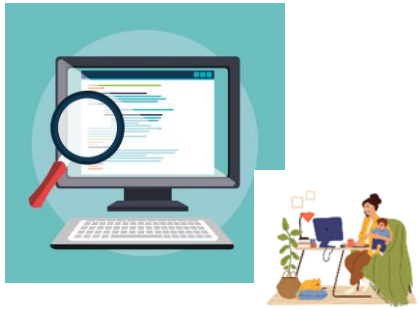
She opens the university e-directory to look for programs and classes.

3. Search IT Programs



She searches "Class Offerings for IT-Related Degree" and reviews available programs.

4. Check Class Schedule



She looks at the classes for Informatics and checks which semesters they are offered.

5. Find Admissions Info



She searches "Admissions Requirements" and finds requirements for attending Mercer and the Informatics program as well as admissions counselor contact details.

6. Apply to Mercer



Roxy is satisfied with the information she receives and decides to fill out an application to Mercer's Working Adults Program.