Persona: Undergraduate	Quote
	1. "It would be helpful if timetable changes and schedule updates were notified on time." 2. "I never know what events are happening on campus."

Demographic	Goals
Name: Emily Carter **Age:** 20 **Degree Program:** Bachelor of Arts in Communications **Year:** Second Year **Demographics:** 1. International Student 2. Full-time 3. Active in campus clubs and social events	1. Stay updated on campus events and activities 2. Easily access class schedules and attendance records 3. Find academic resources quickly and efficiently

Motivations	Frustrations
1. Desire for a seamless and reliable app experience that integrates all necessary academic and social information 2. Preference for a visually appealing and intuitive app interface 3. Need for timely and relevant notifications about course-related updates and events	1. Difficulty finding important academic information 2. Inconsistent notifications about schedule changes and events 3. Frequent logouts from the app causing missed notifications 4. Confusing navigation and hidden information layers

Technical Proficiency	Usage patterns
1. Comfortable with technology and mobile apps 2. Regular user of social media and other digital tools	1. Uses the app 2-3 times a week primarily to check schedules, attendance, and campus events 2. Prefers receiving updates through notifications rather than emails

User Journey: Undergraduate

Journey Steps — Which step of the experience are you describing?

Doing — What does the user do? What information do they look for? What is their context?

Thinking — What is the user thinking during each phase? What are their questions, doubts, or concerns?

Saying — What is the user saying to themselves or out loud? What comments or verbal expressions are they making?

Emotions — What emotions is the user feeling during each phase? How does their emotional state change throughout the journey?

	Persona	Scenario			Expectations	
	Emily Carter	Emily wants to check her daily class schedule, attendance, and find upcoming campus events			Easy navigation, clear and relevant information	
Journey Steps	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Doing	Opens the app	Checks class schedule	Views attendance records	Looks for upcoming campus events	Finds an event happening that day that she would have liked to join
Thinking	"I hope I don't have to log in again."	"Where is my schedule?"	"Why are my attendance records not updated?"	"What events are there available?"	"Why do they not tell us about these things?"
Saying	"Finally, logged in."	"Why is it so hard to find this?"	"I don't understand which classes I've missed and how many I haven't."	"I can't find any events."	"I can't believe I missed another cool event"
Emotions	Relieved	Annoyed	Confused	Disappointed	Annoyed

Persona: Postgraduate	Quote
	1. "The app should integrate better with our email and other tools." 2. "I have to use multiple platforms to get all my information."

Demographic	Goals
Name: David Zhang **Age:** 26 **Degree Program:** Master of Business Administration (MBA) **Year:** First Year **Demographics:** 1. International Student 2. Full-time 3. Balances studies with a side hustle	1. Efficiently manage academic commitments and deadlines 2. Access reliable information about course materials and schedules 3. Integrate academic updates with professional commitments

Motivations	Frustrations
1. Requires an app that provides seamless access to both academic and administrative information 2. Prefers a centralised platform for managing all university-related tasks 3. Values features that help balance academic and personal life	1. Limited functionality and lack of integration with other platforms 2. Frequent logouts and unreliable app performance 3. Inability to find necessary academic information quickly 4. Over reliance on the intranet which is inconvenient to access via the app

Technical Proficiency	Usage patterns
1. Highly proficient with technology, relies on digital tools for both work and study 2. Utilizes various productivity apps and tools	1. Uses the app less frequently, about once a week, mainly to check specific academic updates 2. Prefers accessing detailed information through a web browser when necessary

User Journey: Postgraduate	Persona	Scenerio			Expectations	
	David Zhang	David is trying to manage his academic commitments by accessing course materials and information			Efficient access to academic updates and materials, integrated tools, reliable notifications	
Journey Steps Which step of the experience are you describing?	**Phase 1**	**Phase 2**	**Phase 3**	**Phase 4**	**Phase 5**	
Doing What does the user do? What information do they look for? What is their context?	Opens the app	Logs into the app	Views course updates and deadlines	Searches for course materials	Checks and updates personal and academic schedules	
Thinking What is the user thinking during each phase? What are their questions, doubts, or concerns?	"I really need to get information about my class today"	"why is it always logging me out?"	"Do I have any upcoming deadlines?"	"Where can I find the lecture notes?"	"how can I balance my personal and educational schedules?"	
Saying What is the user saying to themselves or out loud? What comments or verbal expressions are they making?	"Why does it always log me out?"	"Rather do this on my computer but I need the info now"	"I need to stay on top of my deadlines."	"This is hard to find"	"Why can't I download my schedule into my personal calendar?"	
Emotions What emotions is the user feeling during each phase? How does their emotional state change throughout the journey?	Angry 😡	Annoyed 😒	Focused 🤓	Frustrated but Determined 😣	Relieved but still Concerned 😌😢	