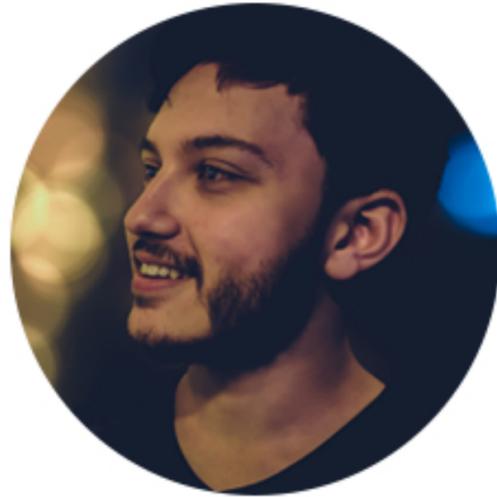


DESIGN SYSTEMS THINKING: PROJECT 1

INTERNATIONAL STUDENT APPLICATIONS: PERSONAS

**DUAA ZAHEER
ALEXANDRA THOMPSON
JOSEPH JIA
WILLIAM TIGNO**



 **Rami Abidi**

BIO

Rami is 20 years old and currently living in Cairo, Egypt with his parents and his older brother (23). He has recently graduated from a community college in Cairo, where he was studying for two years. Rami loves computers and spends his free time coding, watching videos and playing video games. He is fluent in both Arabic and English. Rami has always been adventurous and loves trying new things.

OBJECTIVES

Rami wants to further his education by applying for other programs internationally. He does some research and sets that Sheridan is a reputable college with many programs that catch his eye. Rami doesn't want to waste any more time and wants to take these new steps to a new life.

CONCERNS

- What programs are best suited for me?
- What do I need to have ready before starting the application process?
- How much time will I be given to complete the application?
- Will I be complete it little by little?
- How can I ensure that this application process is secure?

SCENARIO

Rami realizes he has some questions about the application process. He emails back and forth with his region's manager from manager Sheridan's International Centre. Rami gets his questions answered but now a lot of time has passed and he still hasn't fully completed his application. Rami finally submits his application and anxiously waits for the next steps.



Sachin Raja

BIO

Sachin, 18 years old, just graduated from high school. He lives in Colombo, Sri Lanka with his parents and his three younger siblings. He is very smart and has earned numerous awards in school. He is the first in his family to go to university or college. Although he is mostly proficient in the English language, he still has some difficulty with writing and speaking conversationally. Sachin works with his father at their local shop. He wishes to leave Colombo one day and explore what else is out there.

OBJECTIVES

Sachin wants to be the first in his family to get post-secondary education from a college abroad. He wants to be able to support his family in the future, since they are not currently financially stable. He also wants to apply for scholarships and bursaries to be able to pay for his education. He hopes that the application process isn't too complicated.

CONCERNS

- Can I complete the application in my own language?
- What do I need to have ready before starting the application process?
- How complicated is the process? Can I easily complete it on my own?
- After completing the process, will I know what steps to take next?
- How much information about the school can the website give me?

SCENARIO

Sachin doesn't have that much assistance when filling out the application form because no one of his family is familiar with it, including himself. He is also frustrated because he is having a hard time translating the interface to his native language. He realizes that he doesn't have all the documents he needs on hand. It takes Sachin a while to complete his application and he is anxious that he might've forgotten to input some information. Sachin is feeling lost and unsure what to do next.



Wenhao Zhu

BIO

Wenhao is 21 years old and currently studying Software Development at Sheridan College. He was born in Shanghai, China. He speaks Mandarin and English, but he thinks that there are a lot of improvements that can be done on his English skills. He loves everything about new technology and willing to pay for high-tech devices and do some coding on his free time.

OBJECTIVES

Wenhao wants to learn a lot about programming, and he believes that studying in Sheridan College could give him more chances to learn more about coding, also the co-op program can give him a lot of experience in his future career.

CONCERNS

- Do I meet the English requirement to get into the program?
- Can I get my visa ready before school starts?
- Will my agent be able to help me get the offer from Sheridan?

SCENARIO

Wenhao decided to have an educational agent help him finish the application process from the beginning. This was because he only had one chance to do the application, and if he did it wrong, he would have to wait another year to get in, which is frustrating. The agent suggested him to get a conditional offer, which needs him to complete the English course before he goes to the program. he paid a lot to the agent to help him finish the application.



Ashley King

BIO

Ashley is 29 years old and currently works at the International Office at Sheridan college (Trafalgar). Her official position is as the International Services Coordinator of Admissions. She goes through the international students applications and makes sure the applicants have submitted correct information. She follows up with students, answers phones and does paperwork. Her job can be very stressful. She lives in Oakville, on her own and spends most of her time doing work-related activities.

OBJECTIVES

Ashley wants to ensure that students have a firm understanding about the system and that they can easily fill out their application. She also wants to make sure students know which documents they need to have and understand the overall process of immigrating to Canada and being an international student at Sheridan College. She also wants to analyze the incoming data to collect information.

CONCERNS

- Do students understand the process both before, during, and after completing the application?
- How can I minimize the amount of incorrect applications?
- Is there a simpler, universal way to formulate the system so that every student can easily fill out the application?
- After completing the process, how can I make sure students know what to do next?

SCENARIO

Ashley is going through the applications she has received. Numerous applications are filled out incorrectly and her team keeps getting emails and phone calls of students asking for assistance. They are happy to help out but everyone seems very stressed. As she answers emails, fills out paperwork and follows up with students, Ashley wishes there was a way to minimize error so the process could be smoother for both prospective students and the college.



Yan Zhou

BIO

Yan is currently living in Beijing working in the Canadian department for an educational group. She graduated from a famous university in Beijing and has been working on helping students to study in Canada for about 5 years. She and her department have a lot of experience on overseas study applications and have connections with a lot of universities and colleges.

OBJECTIVES

Yan wants to help students to get them to study overseas, and she wants to succeed in her career as well, by getting promoted.

CONCERNS

- Can I get what the client wants?
- How much extra commission can I get?

SCENARIO

Yan has been working in this industry for years, and she is very familiar with all the different types of application process for different schools. Most of the time, with normal cases she communicates with schools through email. However, in some special cases she needs to talk with their connections inside the international office to sort the problem out.

INTERNATIONAL STUDENT APPLICATIONS: PERSONAS

BEHAVIOURAL ATTRIBUTES



ENGLISH PROFICIENCY

From ESL (No English, full ESL) to Fluent (fully fluent reading, writing, speaking)



ASSISTANCE

From NONE to AGENT, with middle being family/friends network. Relative; For non-students, it refers to the level of assistance that THEY themselves offer to students. Agents are maxed out.



TIME PRIORITY

How big of a priority is the length of the process? Students don't generally care about how long the process takes, as long as it's done correctly and that they get in. Agents and other non-students involved in the process care much more that the process is quick



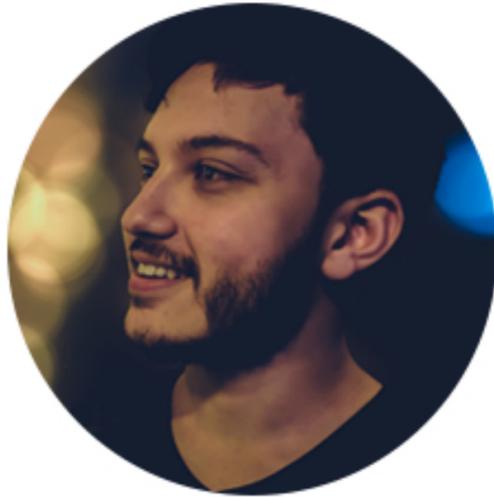
FINANCIAL PRIORITY

How big of a priority are the costs involved in the process/persona's current financial status in relation to the application process? Students generally care a lot when it comes to finances. Agents and coordinators are not paying and therefore are not as concerned.



CONFIDENCE WITH PROCESS

Familiarity, understanding of the application process. Students are usually on the far low end of this - they have not done it before and if they have, it was probably different. Non-students involved in the process should usually be professionals who are experts in the system. Agents are maxed out as it is their job to be familiar with it.



 **Rami Abidi**

BIO

Rami is 20 years old and currently living in Cairo, Egypt with his parents and his older brother (23). He has recently graduated from a community college in Cairo, where he was studying for two years. Rami loves computers and spends his free time coding, watching videos and playing video games. He is fluent in both Arabic and English. Rami has always been adventurous and loves trying new things.

LANGUAGE



100

ASSISTANCE



40

TIME PRIORITY



45

FINANCIAL PRIORITY



50

CONFIDENCE



55

ANALYSIS

- Fully fluent in English
- Familiar with college application process, but not internationally.
- Has some help from family and friends who have been through the process.
- Has been talking to the International Office at Sheridan College through email and phone.



Sachin Raja

BIO

Sachin, 18 years old, just graduated from high school. He lives in Colombo, Sri Lanka with his parents and his three younger siblings. He is very smart and has earned numerous awards in school. He is the first in his family to go to university or college. Although he is mostly proficient in the English language, he still has some difficulty with writing and speaking conversationally. Sachin works with his father at their local shop. He wishes to leave Colombo one day and explore what else is out there.

LANGUAGE



60

ASSISTANCE



0

TIME PRIORITY



0

FINANCIAL PRIORITY



100

CONFIDENCE



15

ANALYSIS

- Mostly English-proficient but will require program-specific ESL training.
- Very low finances, relying on scholarships and bursaries.
- Saving money is a high priority, so using an agent is not an ideal option.
- Family is not familiar with the process and so he has no outside help.



Wenhao Zhu

BIO

Wenhao is 21 years old and currently studying Software Development at Sheridan College. He was born in Shanghai, China. He speaks Mandarin and English, but he thinks that there are a lot of improvements that can be done on his English skills. He loves everything about new technology and willing to pay for high-tech devices and do some coding on his free time.

LANGUAGE



15

ASSISTANCE



100

TIME PRIORITY



0

FINANCIAL PRIORITY



30

CONFIDENCE



0

ANALYSIS

- Fluent but not conversational. (Better at reading and writing)
- Will have to do ESL program.
- Little to no priority on time. Preferst to take his time and get things right.
- Cultural norm in his social circle is to use an educational agent.
- Not worried about money.



Ashley King

BIO

Ashley is 29 years old and currently works at the International Office at Sheridan college (Trafalgar). Her official position is as the International Services Coordinator of Admissions. She goes through the international students applications and makes sure the applicants have submitted correct information. She follows up with students, answers phones and does paperwork. Her job can be very stressful. She lives in Oakville, on her own and spends most of her time doing work-related activities.

LANGUAGE



100

ASSISTANCE



45

TIME PRIORITY



40

FINANCIAL PRIORITY



0

CONFIDENCE



80

ANALYSIS

- Available to students and agents through email and telephone.
- Has to coordinate with ESL programs and term dates.
- Little to no priority on finances as it is her job.
- Does not directly use the application system.



Yan Zhou

BIO

Yan is currently living in Beijing working in the Canadian department for an educational group. She graduated from a famous university in Beijing and has been working on helping students to study in Canada for about 5 years. She and her department have a lot of experience on overseas study applications and have connections with a lot of universities and colleges.

LANGUAGE



100

ASSISTANCE



100

TIME PRIORITY



100

FINANCIAL PRIORITY



0

CONFIDENCE



100

ANALYSIS

- Does many international applications every term
- Concerned about the amount of time spent per application (since she's paid by the app)
- Concerned about the precision and accuracy of information when applying (her reputation).

CREDITED WORKS

1. Communication by Kamal from the Noun Project
2. Assistance by Maxim Kulikov from the Noun Project
3. Time by Arjuazka from the Noun Project
4. Coins by Alejandro Cordara from the Noun Project
5. Heart by Aini from the Noun Project