

# The Drucker School of Management

Sample Personas for website

*Presented by*



information > interaction design



Lucia  
BA/MBA

From: La Verne  
Age: 21  
Personal: Single  
Employer: None  
Goal: Improve skills needed to find a good job.

User Needs/Path: Emily hears about Drucker School from friends. She goes to the website and first looks at the "About Claremont" area. She is interested in what student life will be like. Also she needs to know how much it will cost, how long it will take and what programs are offered. She is considering a dual degree so she needs information on how that works. Since she is unsure about the value of an MBA some cost/benefit info would be helpful. Once she feels comfortable with the info provided she will want to attend an info session and will need time, directions, etc.



Tien  
International, Company Sponsored Student

From: Japan  
Age: 28  
Personal: Married, 1 child  
Employer: Fujitsu  
Goal: Wants to acquire higher level management skills to help current employer and to further contribute to development of information technology society.

User Needs/Path: Tien hears about Drucker School from colleagues as well as his employer recommendation. Because he is already sold on the school, it is paid for by his employer and he won't be able to visit and attend an information session, he most needs program specific information and "how-to" basics, such as application info, accommodations, English proficiency classes and what it's like to live in Southern California.



Rick  
Traditional MBA

From: Boston  
Age: 27  
Personal: Single  
Employer: None, previously worked in banking industry  
Education: BA  
Goal: Wants to learn skills to change career. Has some entrepreneurial ideas he would like to investigate.

User Needs/Path: Rick hears about Drucker School after he reads "Management for the 21st Century" and was searching internet for grad schools. First reads school philosophy and how it connects to Drucker. Then investigates programs to see if they apply to him. He scans info about Claremont but already feels California would be a great place to live. He doesn't have the extra money to visit campus so all the info he needs he has to get online. He reviews the application requirements and applies online.



Janis  
Fully Employed MBA

From: Long Beach  
Age: 37  
Personal: Married, 2 children  
Employer: Verizon  
Education: BA  
Goal: She's in marketing and needs to improve her core competencies in accounting and strategic thinking so that she will be able to get promoted.

User Needs/Path: Janis hears about Drucker from a good friend who graduated. As a working mother she is most interested in a flexible, accommodating, supportive environment. She frequently visits Claremont so is already familiar with the area. She's a real people person so a hi-touch attitude appeals to her. She feels attracted to the marketing message on the web site. Since she is very busy she wants to know it won't be a waste of her time to come visit. After reviewing the application requirements she schedules an on-campus visit.



Andria  
EMP

From: Long Beach

Age: 42

Personal: Married, 2 children, husband takes care of kids

Employer: Entrepreneur

Education: BA

Goal: Andria started and runs her own company. She is expanding and wants to know how to get to the next level without sacrificing too much time with her family. She's a very practical, "can-do" person who doesn't have time to read very many books. She needs to know more about managing people and setting strategic goals.

User Needs/Path: Andria hears about Drucker from a client who went there. She is most interested in program flexibility, a supportive network of colleagues, class schedules, perks like meals and books ordered for you, cost and time needed to graduate. She looks first at the programs and requirements, spends a lot of time on the classes, then applies online. Big plus for her — easy, speedy website so she can find exactly what she's looking for quickly.



Hameed  
EMP

From: Originally from India, currently lives in West Covina

Age: 44

Personal: Married, 3 children

Employer: Director of nonprofit agency serving poor children in India

Education: BA, MBA

Goal: Wants to grow his agency, learn strategy and how to better manage a nonprofit.

User Needs/Path: Hameed knows about Drucker from reading and using the "Leader to Leader" organization website. He is interested in how to apply "for profit" concepts to a nonprofit agency. The most important things for him are: what are the different programs and requirements, cost, flexibility of the program, how can he fit it into his schedule, diversity of the student body, connections to other corporate and nonprofit leaders and networking opportunities.