CAMPUS CASTING

UX MAP & PERSONAS

SPRING 2024

PREPARED BY:

Sara Blake Tully

Morgan Jones

Maddi Carson

Kayla Freeman

Angela Jeyachandran

User Persona

ACTRESS ADDIE



AGE: 22

YEAR: SENIOR

MAJOR: THEATER & PERFORMANCE STUDIES

Addie is a 22-year-old senior at the University of Georgia majoring in Theater and Performance Studies. With a profound passion for acting, Addie has been actively engaged in various theater productions and student films on campus, showcasing her dedication to her craft. Her primary goals and motivations revolve around expanding her horizons within the campus environment, as she seeks opportunities to further demonstrate her acting prowess. Addie is particularly interested in exploring diverse roles that align with her personal interests, and she aspires to collaborate with fellow student filmmakers to contribute to and build a robust portfolio. Her involvement in the usage of the Campus Casting website reflects a proactive approach to connecting with like-minded individuals and leveraging the platform to propel her acting career forward.

User Persona

FILMMAKER FINN



AGE: 23

YEAR: GRADUATE STUDENT

MAJOR: MASTER'S IN FILM STUDIES

Finn, a 23-year-old graduate student enrolled in the Master's in Film Studies program at the University of Georgia, exudes a fervent passion for filmmaking. Finn's current focus lies in enhancing the caliber of his upcoming student film projects, and he recognizes the pivotal role that talented actors play in achieving this goal. To bring his vision to fruition, Finn is utilizing the Campus Casting website as a platform to connect with skilled actors within the university community. Finn's dedication to his craft and desire to collaborate with talented actors underscore the significance of platforms like Campus Casting in fostering connections and facilitating the realization of ambitious filmmaking projects.

User Persona

ATTENTIVE ALEX



AGE: 21

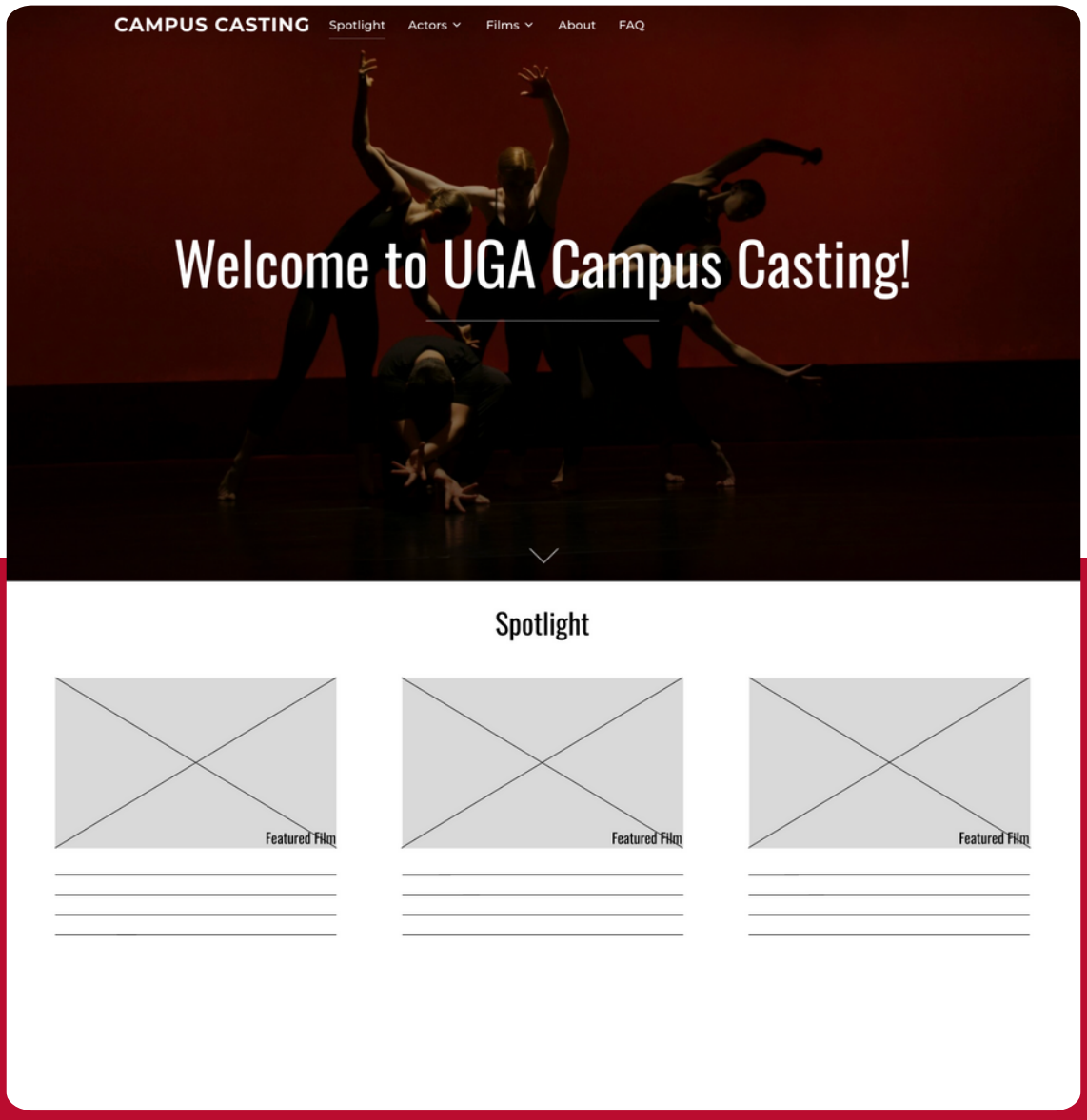
YEAR: JUNIOR

MAJOR: BUSINESS

Alex, a 21-year-old junior majoring in Business Administration at the University of Georgia, serves as a dynamic user persona for the Campus Casting website. While actively engaged in business-related clubs, Alex is not inherently dedicated to filmmaking or acting but harbors a strong desire to enter the industry. His primary goals and motivations include a keen interest in exploring new interests beyond the confines of business studies, demonstrating a desire to broaden his skill set. Furthermore, Alex is driven by a strong inclination towards networking, expressing a genuine interest in collaborating with diverse individuals within the filmmaking realm. This persona embodies a multifaceted approach, showcasing a blend of curiosity, networking aspirations, and a focus on skill enhancement, making him an ideal participant in the platform's mission to facilitate connections among aspiring actors and filmmakers at the University of Georgia.

UX MAP

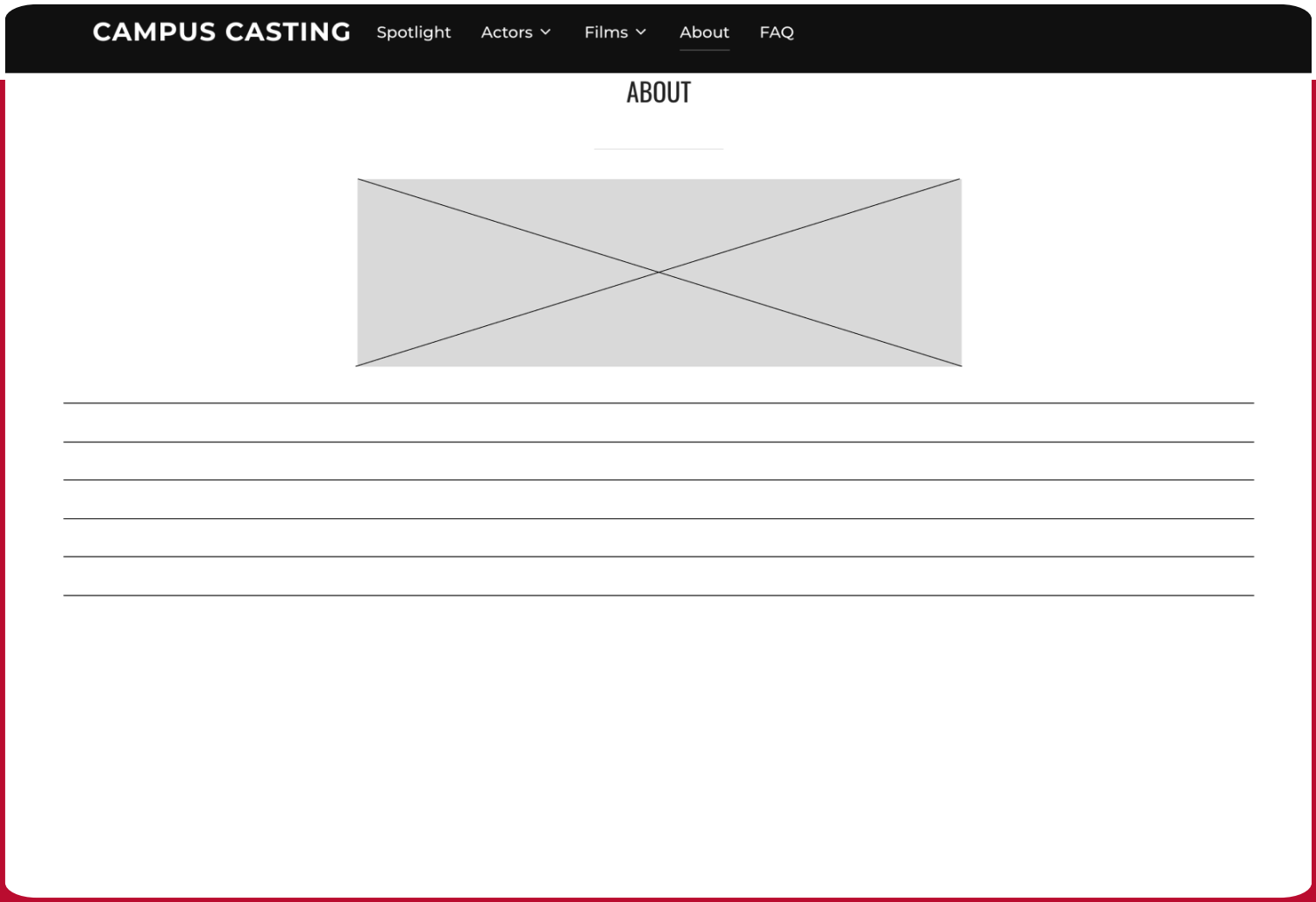
HOMEPAGE



The Homepage of Campus Casting is designed to captivate visitors with its engaging layout, prominently featuring a spotlight section that showcases highlighted content and draws attention to key features or noteworthy information.

UX MAP

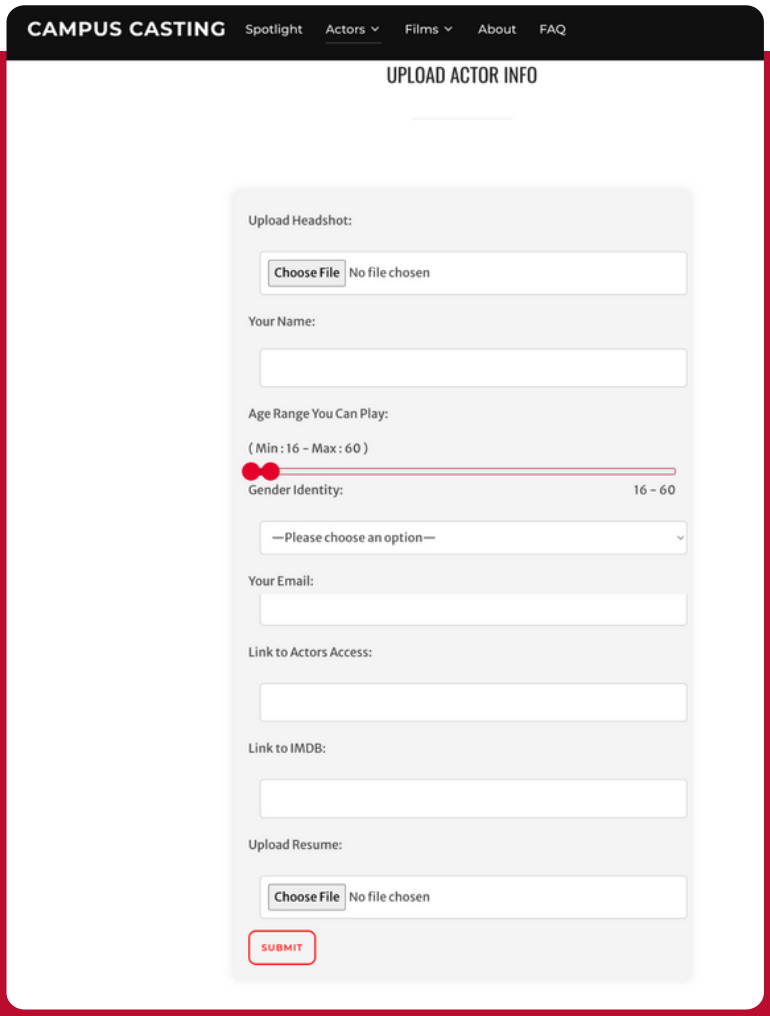
ABOUT PAGE



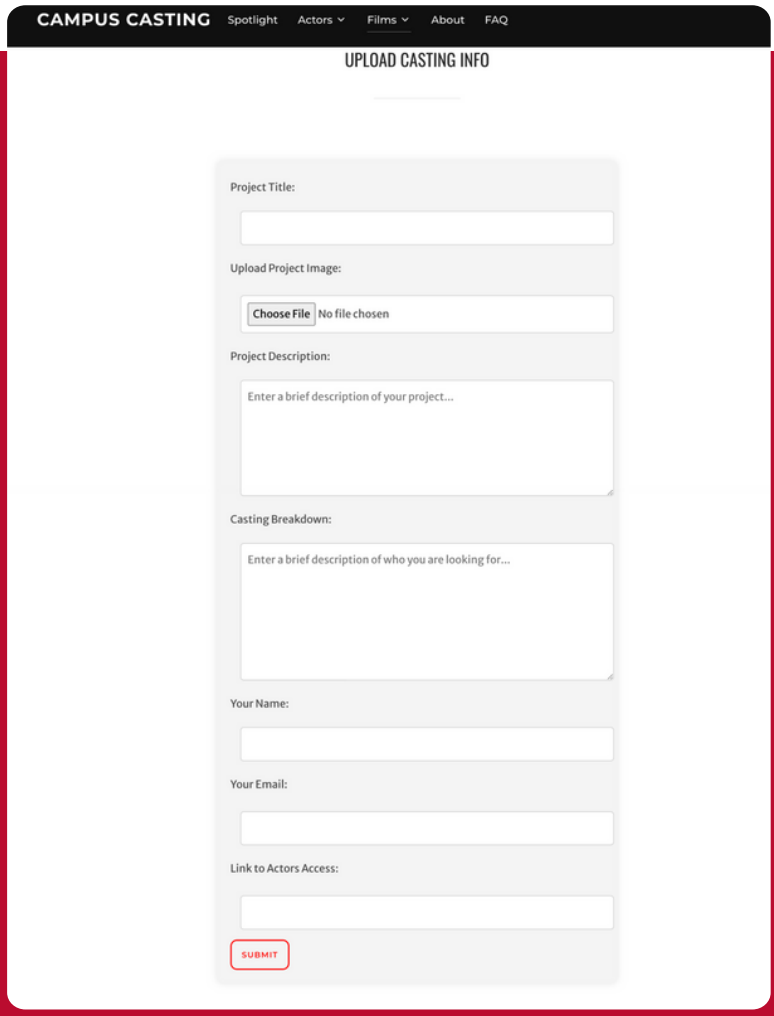
The "About" page on Campus Casting serves as a window into the site's overarching purpose, offering users a glimpse into its mission and vision. Through insightful details and a transparent narrative, it illuminates how Campus Casting aims to foster connections and facilitate meaningful collaborations within the academic community, creating a dynamic platform for students to showcase their talents and engage in diverse creative projects.

UX MAP

ACTOR INFO



CASTING INFO

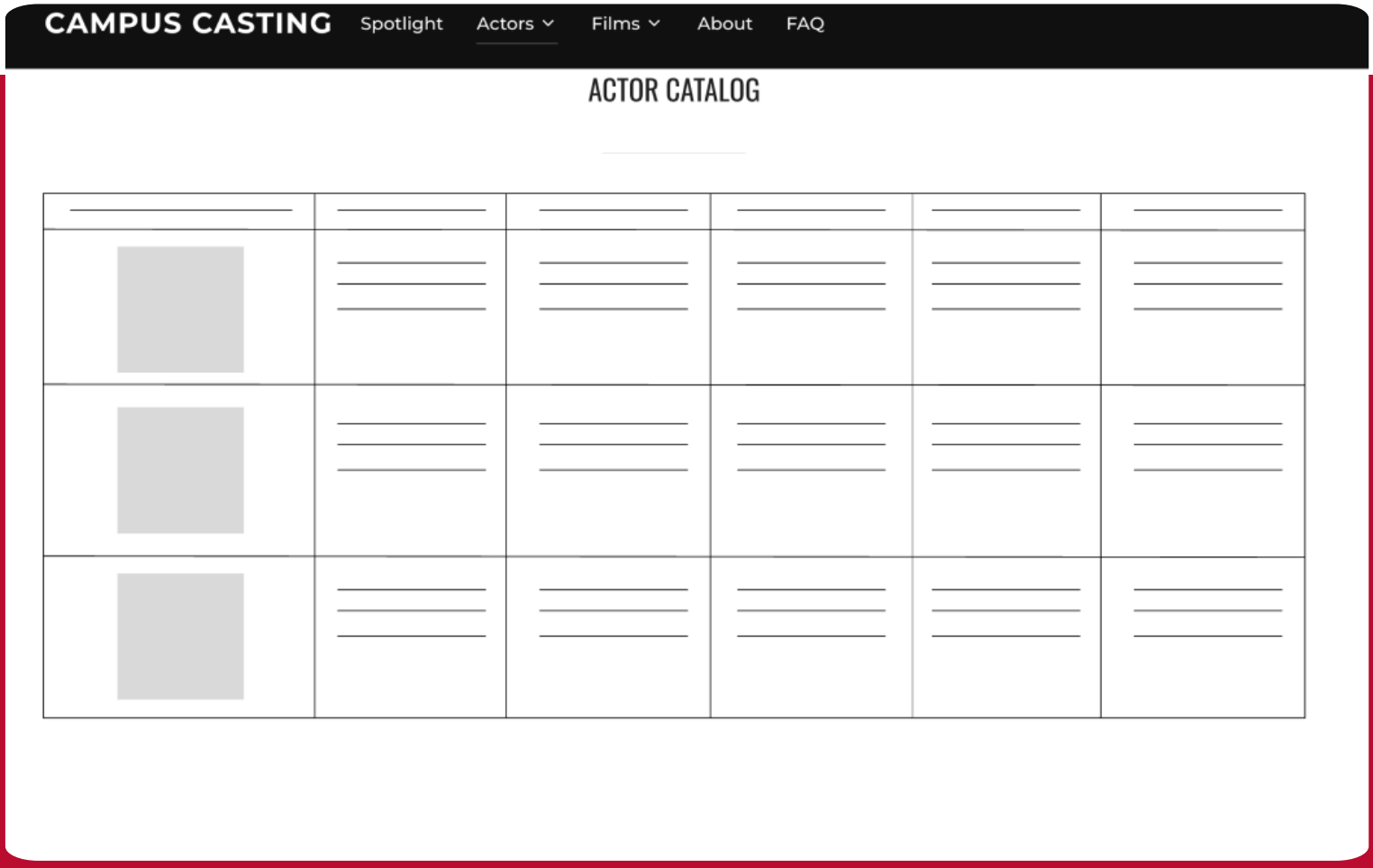


The "Actor Info" page on the website serves as a comprehensive platform where aspiring actors can effortlessly fill in their personal and professional details through a user-friendly form, facilitating a seamless process for showcasing their talents and experiences.

The "Casting Info" page serves as a crucial platform for filmmakers, allowing them to efficiently gather and organize essential details about potential cast members by seamlessly integrating a user-friendly form.

UX MAP

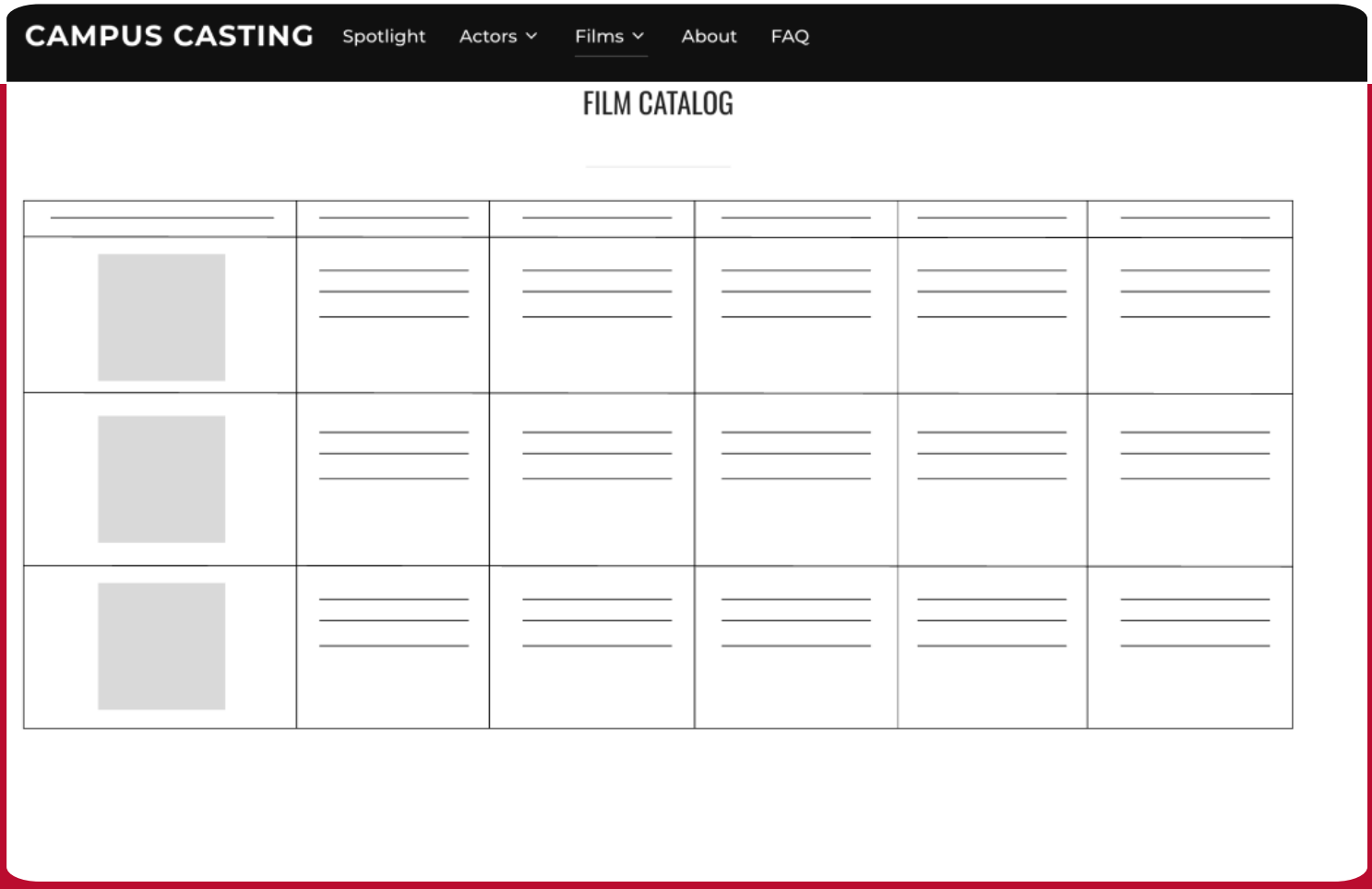
ACTOR CATALOG



The “Actor Catalog” page serves as a user-friendly platform for filmmakers, offering a seamless browsing experience as they explore diverse actors who align with the specific traits and preferences they are seeking for their projects.

UX MAP

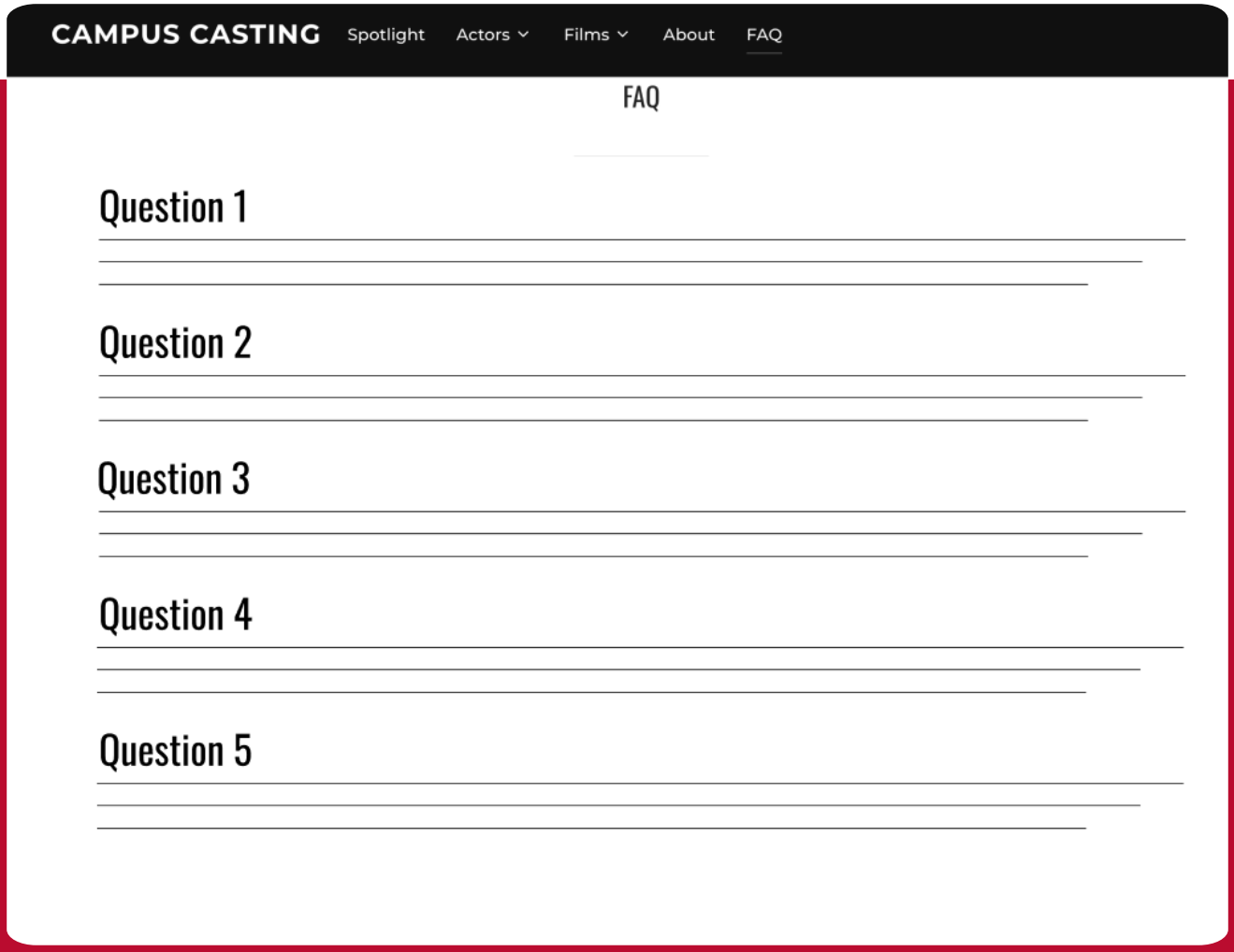
FILM CATALOG



The “Film Catalog” page provides actors with a user-friendly platform, allowing them to effortlessly browse through a diverse array of films that align with their interests and project aspirations, facilitating a seamless exploration of potential roles to partake in.

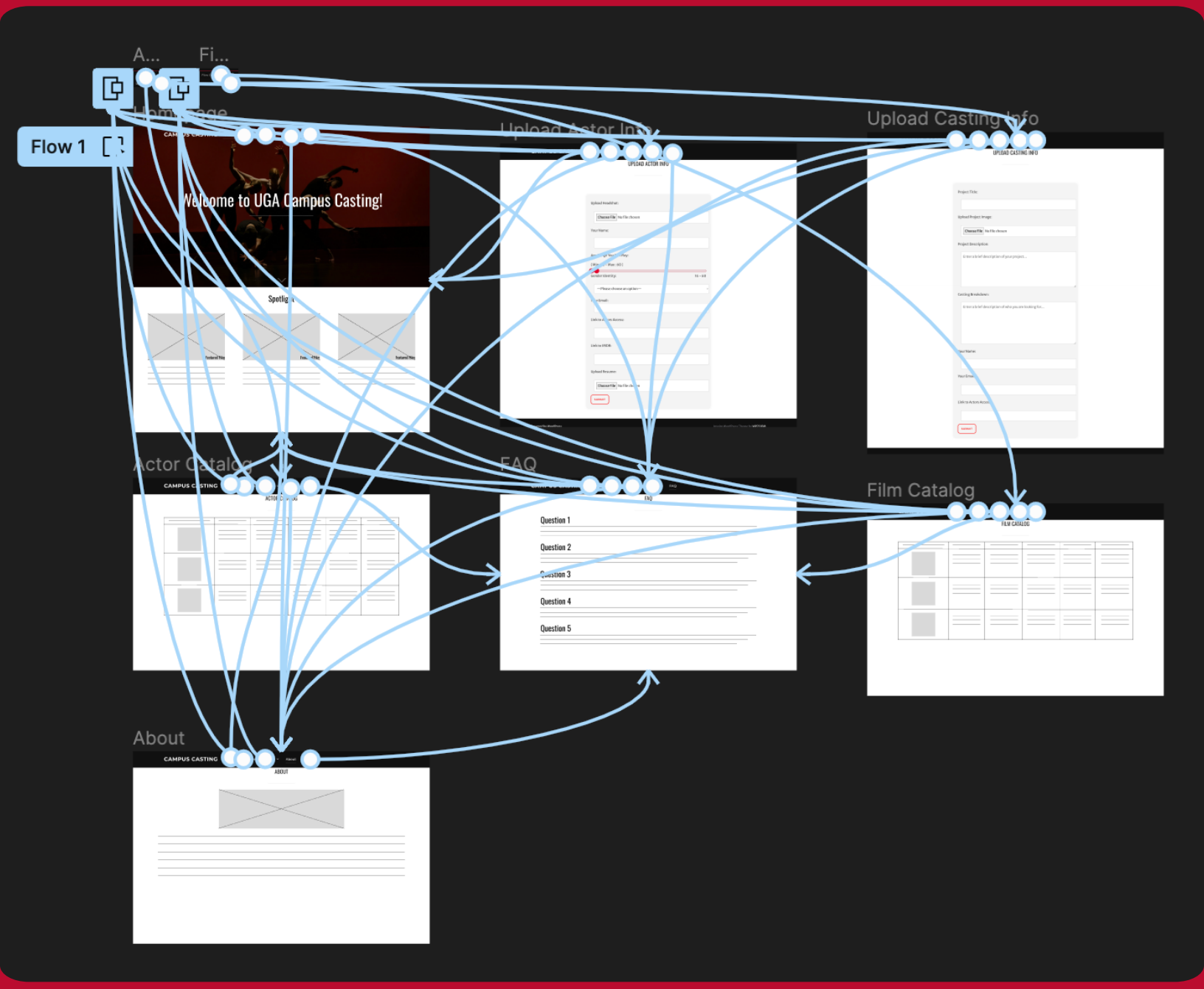
UX MAP

FAQ



The “FAQ” page serves as a valuable resource for users, offering a convenient platform to explore frequently asked questions and effortlessly find solutions to any issues or questions they may encounter.

UX MAP



Figma Link