

PEABODY

STORIES THAT MATTER

UX MAP

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Personas



Anna

Student Reader / Viewer - Content Consumer

Age: 20
Major: Public Relations

Anna is a Peabody student who likes keeping up with campus culture and student perspectives through articles and video episodes. She usually finds content though quick browsing and wants something easy to watch or read between classes.

Goal:
Quickly find and enjoy relevant PSC content.

Needs:
A clean, organized way to browse and watch/read content.

Motivations:
They want to feel connected to campus life and be entertained or informed by authentic student voices.



Will

Student Contributor / Joiner

Age: 19
Major: Marketing

Will is a creative student who wants hands-on experience in media, storytelling, or production. He is interested in joining PSC but need clear direction on how to get involved and what opportunities exist.

Goal:
Learn how to join PSC and start contributing.

Needs:
Clear steps, role descriptions, and an easy way to sign up or submit work.

Motivations:
They want to build a portfolio, gain experience, and be part of a creative community.



Dr. Morgan

Professor / Faculty

Dr. Morgan is a professor who supports student organizations that provide meaningful learning experiences. She wants to understand what PSC is, see that it's legitimate, and know how they can support or collaborate.

Goal:
Understand what PSC's purpose is and ways to connect and support.

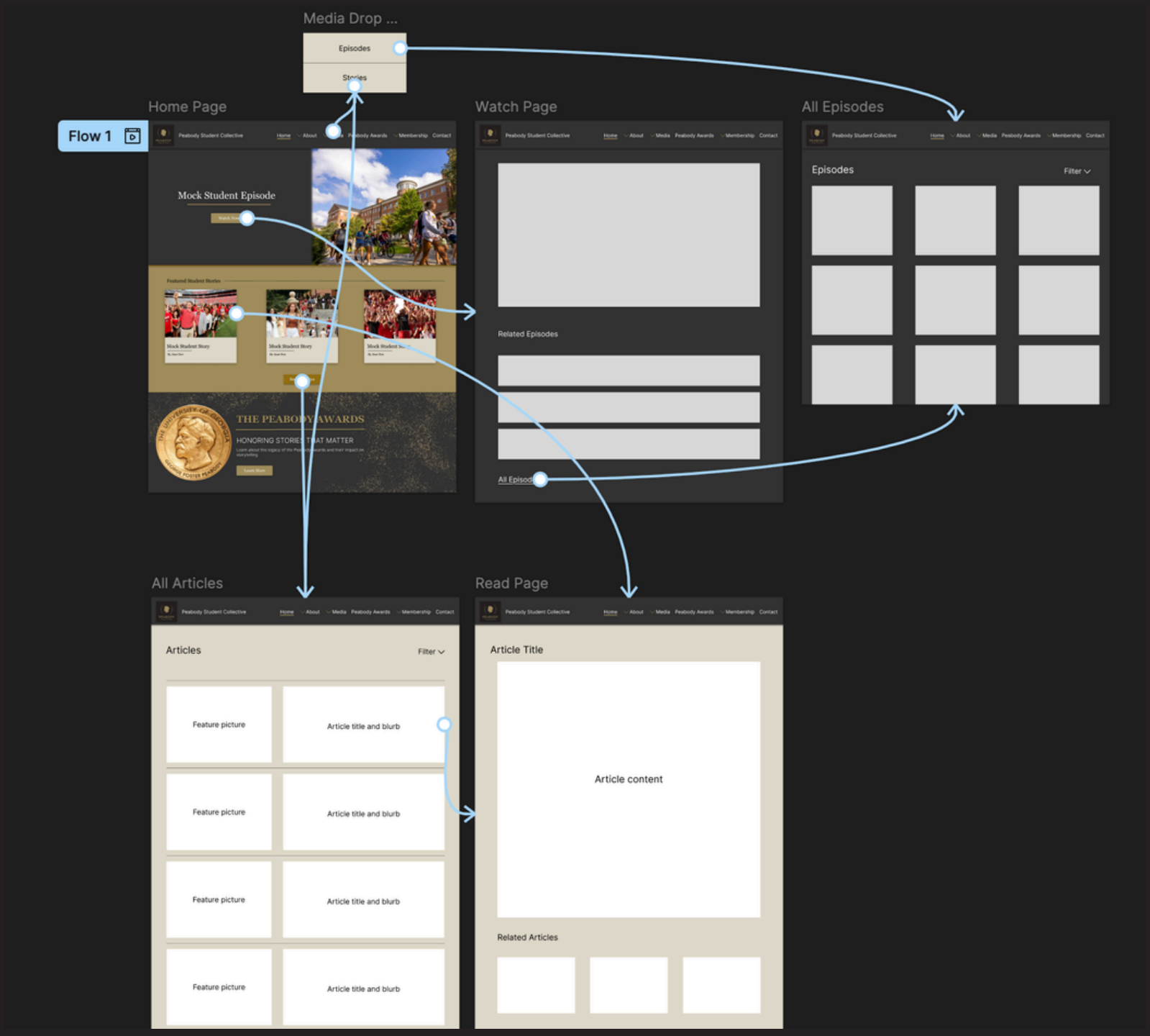
Needs:
A professional overview, proof of impact, and clear contact information.

Motivations:
They want to support student growth and programs that align with academic and community goals.

UX Maps

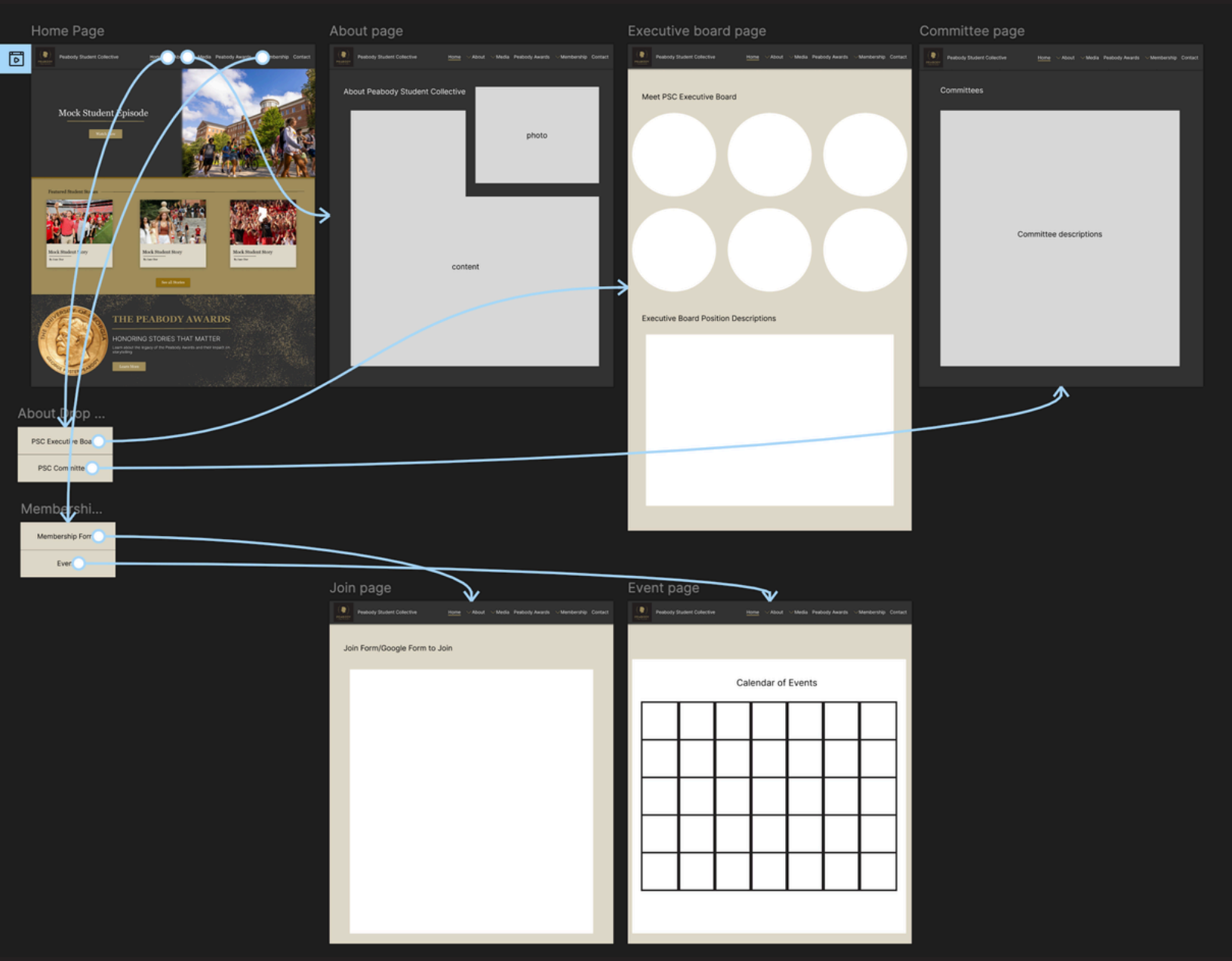
Anna's UX Map

This flow centers on content discover and engagement. The Anna lands on the homepage and has the choice to watch/read featured media that is on the homepage, or by going to the Media tab in the Nav Bar and selecting whichever media type she choose. If she selects to watch the featured media, it goes straight to the article/episode page and she will have the option to see all the episodes and articles if she wants to see more. If she selects the episode or the stories tab from the Nav Bar, it will take her to the all episodes or all articles page.



Will's UX Map

This flow prioritizes understanding the organization and finding clear entry points to get involved. Will begins on the homepage and navigates to informational pages using the drop downs under the About tab and Membership tab. He can read more about the Peabody Student Collective, the executive board members and position descriptions, committees he can be apart of. Then, using the Membership tab, he can fill out the membership form and after look at the calendar of events to see the next event to attend.



Dr. Morgan's UX Map

This flow focuses on credibility, legitimacy, and institutional connections. Dr. Morgan enters through the homepage and navigates to the Peabody Awards page to understand more about the organization's affiliation and prestige. From there, she moves to the About page for deeper context on the PSC's connection with the Peabody Awards. Finally, she can navigate to the contact page to fill out her information (or find out PSC's contact information) and express her interest in supporting the Collective

