

# Jessie Beck

“I use internet constantly to browse information online, like 100 times a day”



## Demographic

**Age:** 27

**Gender:** Female

**Education:** B.S. in Economics from University of Michigan

**Job:** Manager of employee development at WholeFoods

**Location:** Rochester Hills, MI

## Profile:

Jessie works in WholeFoods as a manager. She is also a voracious reader and loves to read every available information on the websites that she interested in. She is very comfortable with using social media and Google search, and actively gathers information from all sources.

## Background:

Jessie has worked as HR and Manager for more than 5 years after she graduated with B.S. in Economics. She feels like if she wants to get promoted to higher management position, she needs to gain more practical knowledge through teamwork and working with real-world clients as her undergraduate study was more theoretical. Therefore, she would like to apply for a part-time MBA program near Rochester Hills so that she could still work full-time.

## Technology

**Computer use:** expert user; 10 hours+ a day; use computer at work and off work

**Internet use:** expert user; always on the Internet using various devices

**User type:** frequent Ross site user

**Devices:** desktop at work, personal laptop, iPhone, iPad

## Key goals:

Jessie would like to get as much information online as she can before she applies to the part-time MBA program. She is deciding between either applying to evening MBA program or weekend MBA program, so she would like to get more information about both programs to compare the pros and cons. Among all the information, she is especially interested in reading the student profiles to see if she is competitive enough for the program.

## Needs:

Jessie visits the site every couple of days to see new postings on the website. She doesn't like to use search bar on the website and wants to browse through all the information provided in details.

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# Vera Anderson

“I want a student culture where I feel comfortable and a curriculum that lets me get my hands dirty with real-world experiences.”



## Demographic

**Age:** 17

**Gender:** Female

**Education:** Current Senior student in Frankel Jewish Academy of Metro Detroit

**Activity:** The President of Business Club

**Location:** West Bloomfield, MI

## Profile:

Vera is a current senior student in Frankel Jewish Academy of Metro Detroit. She spends a good amount of time on social networking sites, and uses Google as the starting point for her information queries.

## Background:

Vera is an overachiever and has always had an entrepreneurial spirit. She will likely graduate as the valedictorian or salutatorian in her class, and she is the president of her private high school's business club. She is applying to a number of universities that have strong business schools, but because of Ross's proximity to her hometown, it's her default choice. She has visited Ann Arbor many times and knows some current students there.

## Key goals:

Vera is pretty sure Ross is where she wants to go, but she wants to do research on the website to find out more about student life at Ross and examples of experiences students have had working with clients in their classes and their internship experiences. She's mildly interested in the career outcomes for graduates of Ross, but she's primarily thinking about how she will be spending the next four years of her life.

## Needs:

Vera already has information from the U.S. News and World Report about how Ross compares to other business schools. Now she wants to zoom in on Ross and see what student life is like. She's hoping to find student profiles and examples of work students have done with clients.

## Technology

**Computer use:** expert user; 4-5 hours a day; very comfortable using multiple devices

**Internet use:** expert user; very comfortable browsing the web

**User type:** active Ross site user

**Devices:** laptop and smartphone

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# John Drayer

“I’m looking for opportunities that will allow me to engage with issues cutting across various fields.”



## Demographic

**Age:** 28

**Gender:** Male

**Education:** B.S.E. in Industrial and Operations Engineering from University of Washington

**Job:** Operations manager at the Kellogg Company

**Location:** Alllyn, WA

## Technology

**Computer use:** somewhat expert user; 2-3 hours a day;

**Internet use:** somewhat expert user; 2-3 hours a day;

**User type:** just starts to explore Ross website

**Devices:** laptop and smartphone

## Profile:

John works long hours as an operations manager and has only limited time to browse the web at night. He does not have time to maintain multiple social profiles, so he uses only LinkedIn to network with other business professionals.

## Background:

John graduated with honors from the University of Washington in 2007. He has worked for several major corporations since then, including, most recently, the Kellogg Company, where he now serves an Operations manager in a regional office. About a year ago, he started considering going back to school for an MBA. After working full-time pretty much continuously for the past 7 years, he’s ready for a bit of a break from the daily grind and has decided to commit 2 years for full-time graduate work.

## Key goals:

Most of all, John is looking to advance his career by getting an MBA degree which will open new opportunities upon graduation, so the school’s reputation and resources are important. He wants to find a graduate school that will provide him with rich networking opportunities, both with his fellow classmates and industry leaders. John also wants to increase his knowledge not only of his own field of supply chain management, but also related fields, which will allow him to become a more effective business leader in the future.

## Needs:

John is excited about the prospect of going back to school, learning about new fields and approaches to business problems, and of meeting new people, but he needs a site that engages him on these interests. He needs clear paths to navigate for this information, and for it to be readily accessible. He wants to know both how he would fit into the school as well as more about the kinds of people his classmates and professors would be. He’s also looking for information on specific, in-depth programs that will engage him academically.

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