

Personas and Scenarios

Introduction

Team Web Curators is studying the University of Michigan Interdepartmental Program in Classical Art and Archaeology (IPCAA) web site. IPCAA is a doctoral program in the art and material culture of the ancient Mediterranean and Near Eastern worlds. The program is sponsored by several University of Michigan departments, and is headquartered in the Kelsey Museum of Archaeology. IPCAA is consistently ranked as one of the top classical archaeology programs in the country.

The IPCAA web site architecture follows a tree-like organizational structure that branches out from the home page. The web site has a primary navigation menu at the top of each page that links to ten secondary pages: About IPCAA, Program Overview, Fieldwork and Museum Opportunities, Prospective Student Information, Current Student Information, Faculty and Staff Directory, Sponsoring and Cognate Units, U-M Resources, FAQ, and Contact Us. The secondary pages have sub-menus that navigate the web site user into more detailed sub-pages of the web site, where she has the opportunity to browse more specific topics pertaining to the program.

The IPCAA web site maintains a strong thematic identity. It has as a blue color theme and many pages contain photos of archaeologically significant artifacts and scenes. Each page is adorned with IPCAA's distinctive logo of a sea-monster with dolphins, and the web site explains that the logo's 'hybrid' quality represents the interdisciplinary nature of the program.

IPCAA Home Page: <http://www.umich.edu/~ipcaa/>

Goals

This report is aimed to help understand the representative IPCAA web site users in terms of their behaviors, motivations, and personality within the context of web site use. Our team recruited several IPCAA web site users, conducted interviews with them, analyzed interviewee responses, and generated design personas and scenarios.

The primary goal for conducting the interviews was to generate a data set from which the team could draw upon when developing personas and scenarios. The personas and scenarios herein will be used to increase the team's understanding of the IPCAA web site audience and serve as a communication reference point when recommending changes to the web site.

As a secondary goal, the team used the information gathered from the interview to gain additional insight into how the IPCAA web site is used and to become better acquainted with each other as team members.

Procedure

The team began by developing an introductory script and a set of interview questions (see Appendix: II. Interview Guide - Questions). Read to the interviewee prior to the start of the interview, the introductory script informs them about why the team is conducting the interviews, how the interview data is going to be used, and that the team will strive to protect the interviewee's anonymity in future project work.

The interview questions were grouped into six sections: Demographic Background, Academic Background, Work and Life Attributes, Role of Technology in Life, Just for Fun, and Close-Out. The questions were primarily directed to learn about how the interviewee came to know about IPCAA, how they spend their time as a student, how large of a role computers play in their life, and what they do for fun.

The IPCAA client contact provided our team a contact list of current IPCAA students and faculty. The IPCAA program is very small, having a total enrollment of 25 doctoral students. Our team sent an e-mail invitation to the each contact to ask for their voluntary participation in an interview regarding the IPCAA web site. The e-mail invitation had suggested interview times, and a small incentive (\$5 gift card) was offered for their participation. We achieved an approximate 50% response rate for our invitation, and were able to schedule and hold five interviews. This is equivalent to interviewing 20% of the IPCAA student body.

Team members carried out the interviews in pairs, with one member conducting the interview, and the second taking notes and posing follow-up questions. Once the interviews were completed each team member reviewed the notes, the team exchanged thoughts on the responses and outcomes.

Findings

As might be expected from such a focused pool of interviewees, there are a number of similarities amongst the responses. However, this may be an advantage in that the similar responses provide a unified voice that confirms the positive and negative aspects of the website, as opposed to having an incongruous set of opinions.

Several interview responses stood out:

- Interviewees are very busy individuals (rating themselves an average 4.4 out of 5 on the 1 to 5 “busy scale”)
- Interviewees use computers heavily (8-12 hours/day) to support their coursework, research and jobs
- Interviewees do not participate in blogging
- Interviewees carry cell phones, but their use is limited to making phone calls. No one carries a web-enabled phone.
- Interviewees typically spend summers abroad in Europe.
- Interviewee’s frequency of visiting the IPCAA web site dropped with respect to their time in the program.
- IPCAA web site usage is highest for applicants, but drops to as low as once per month for tenured students.
- The Faculty & Staff Directory page is one of the most often accessed areas of the website, along with the student funding source listing and the IPCAA handbook.

As lessons learned, our team should consider enlarging the pool of interviewees for future project work to include interested undergraduates as well as faculty members. The team should recruit other interested individuals from IPCAA’s sponsoring departments, such as History, History of Art, Anthropology, and Near Eastern Studies.

In addition, our team should have more “personal attributes” questions so that we can explore the participants’ idiosyncrasies and develop more vibrant personas. Though the interviewees all seem to have a similar academic path, they each approach it differently based on their background and life experience. This invariably affects their work and what they plan to do after they graduate. Asking yes/no questions is an inefficient and faceted approach to learning about a person, and for future interviews our team will place more value on developing questions that explore the interviewee’s experience through their point of view via open-ended questions.

Toward this end, our team continually revised questions and added the section “A Day in the Life” that allowed the interviewee the freedom to express herself. Our team was able to glimpse into her daily routine and behavior from her point of view. This made it easier to differentiate between personas and provide a fresh view of the user.

Persona



Hannu Mladen

IPCAA Doctoral Candidate
University of Michigan
Ann Arbor, Michigan
Age: 31

Hometown: Bangor, Maine

Goals:

Stay on top of his research field. Hannu is one of a few archaeologists dedicated to studying Hunnic migration patterns in the Mediterranean basin. He is constantly pressed for time and must balance his GSI responsibilities, conference travels, communication with researchers, and dissertation writing. Because there are currently numerous digs happening simultaneously that relate to his dissertation topic, Hannu can't afford to miss any updates from the field.

Secure a professorship position. In Hannu's chosen career path, being hired as a professor immediately after graduating is striking it big. Hannu believes that bouncing around inferior universities even as an adjunct professor is better than being a contract archaeologist or archaeology technician on a dig site that is unrelated to his research. Being just a semester shy of graduating, he needs to be aware of all professorship opportunities that open up.

Personal Snapshot:

In 2002, Hannu graduated with a B.A. in Anthropology from the University of Maine and came straight to the University of Michigan's IPCAA doctoral program. "It was an innate love for cold winters," the Finnish-American jokes, but in reality he can't get enough of the Mediterranean sun during academic conferences abroad. Aside from being a highly disciplined researcher in his field, Hannu is an avid runner. He likes to jog around town while listening to classic rock on his iPod, and enjoys relaxing at Borders with a coffee and the latest edition of National Geographic. As a GSI in an undergraduate Latin class, he has received solid reviews for two years, and he attributes his success to the book "Leadership Secrets of Attila the Hun." He's eager to finally graduate this year and become a professor.

Computer Usage:

Hannu has been using a Mac-based laptop for years, but he has no operating system preference as long as he can get his work done. He relies on it for accessing the Internet, word processing, spreadsheets, and storing research papers. Most of Hannu's work day is spent on his laptop, but he prefers to shut it off when he comes home.

Internet Usage:

Hannu uses the Internet frequently throughout the day. He spends most of his time browsing online databases, electronic journal repositories, e-mailing research colleagues and networking with overseas professors. During breaks in his work day, Hannu checks out The Economist and New York Times and toys with Google Earth. Once in a while, he'll check the IPCAA website to find a faculty member's e-mail address.

Technology:

Although Hannu is certainly not a novice to technology, he does not follow the latest gadget trends. Nevertheless, he is interested in the latest technological advances, but he prefers to let the latest "gimmicks" decrease in popularity before buying one. For now, Hannu is happy owning just his laptop, a 2nd generation iPod, and a cheap cell phone.

Future Plans:

Hannu plans to successfully defend his dissertation in a couple months. He is one semester away from graduating, and he can't wait to apply himself to ongoing research fieldwork in the Middle East. Ideally, he would like to be a field professor, teaching archaeology students practical field skills with a real dig site as the backdrop. In recent weeks, Hannu has also been thinking about jumpstarting his love life, but perhaps after he becomes a professor.

A Day in the Life of Hannu

If he didn't have a late night, Hannu typically wakes up around 7:00AM to NPR's morning news. He takes a quick shower, feeds his cat, and drinks down a smoothie. He bikes to the Kelsey museum to meet with his PhD advisor and check his office voice mail and his e-mail. Hannu teaches as a GSI in the late morning and early afternoon, and then grabs a late lunch at Jerusalem Garden. He comes back to his office and works on a report for his archaeology research methods class for a few hours. By the time he's finished, it's late afternoon and Hannu grabs his laptop and heads over to Starbucks to review some research materials a librarian dropped off at his door this morning. He then takes a long look at a section of his dissertation before heading back home in a tired state. With the TV on in the background, Hannu gorges on a steamy bowl of Ramen and grades assignment for his class. He's

pretty bad about returning personal phone calls, so he sends out a few text messages to his friends before heading to bed.

Scenario: Job Seeking

Hannu has just tidied up his Curriculum Vitae and is ready to apply for professorship positions. He opens up IPCAA's web page to find resources that could help him in his job search. He feels a sense of frustration when he can't find what he's looking for. The closest page that could help him is an alumni list, but he is more interested in job ads rather than contacting existing professors.

Furthermore, the FAQ pages for current students do not provide any links for job-seekers. Hannu thinks it's quite shocking that the program he has attended for six years does not have any links to job postings or to professional associations. Luckily for him, the last member magazine he received from the Archaeological Institute of America had some job postings in the last few pages. Perhaps he'll start there instead.

Persona



Sandy Howard

IPCAA Doctoral Student
University of Michigan
Ann Arbor, Michigan
Age: 26

Hometown: Missoula, Montana

Goals:

Discern herself early in her PhD studies. Sandy comes across as a carefree and modest individual but she is constantly on the lookout for new academic opportunities to differentiate herself among her archaeology-minded peers. She is very methodical in her search for fellowships and wants to be kept in the loop for new funding opportunities and grants.

Network, network, network. Sandy knows that in order to succeed in the “real world” after graduating with a PhD, she needs to be proactive in establishing and maintaining relationships with researchers at the University of Michigan, as well as competing schools in the United States and abroad. For this reason, she enjoys attending conferences and seminars and frequently combs through archaeology newsgroups and academic journals to make sure she’s not missing any important events.

Personal Snapshot:

Sandy is a first year doctoral student at the IPCAA program studying the Carthaginian empire ruins of southern Spain. Prior to IPCAA, she got a Master’s degree in Art History from the University of California – San Diego. Sandy spent two summers in Malaga, Spain as an archaeology museum assistant curator and fell in love with the country and the language. While there, she quickly learned how to kiteboard and cook Mediterranean food. While at the university, Sandy relies on her fiancée to do many of the chores around the house, and frequently requests him to pick up a pack of Red Bulls for her all-night study marathons.

Computer Usage:

Sandy is always carrying around her trendy laptop bag with a MacBook contained within. If she’s not working on research for most of the day, she’s surfing the

Internet or writing e-mails.

Internet Usage:

The bulk of Sandy's online time is spent browsing JSTOR, Mirlyn and Wikipedia. Every Friday morning, she logs on to the Archaeological Institute of America's website to check out the latest job postings and fellowship opportunities. She likes to stay connected with her friends from Montana and Spain, so she keeps Skype and Facebook running in the background while at home. Sandy occasionally frequents the IPCAA website to check the student handbook.

Technology:

Sandy doesn't surround herself with the latest technological gadgets. She doesn't need all the features and the distractions that naturally follow, and she prefers to hold out on purchasing software titles and electronic devices until absolutely necessary.

Future Plans:

Sandy wants to become an archaeological museum curator abroad. She's not sure whether she would like to return to Spain, or try her luck in the Middle East. In any case, she's got a few contacts lined up and she's confident that she'll be successful wherever she ends up.

A Day in the Life of Sandy:

Sandy's mornings are rather atypical for a PhD student. She wakes up at 4AM, does yoga for an hour and prepares breakfast. Sandy is out of the house by 5AM and goes to her office at the Kelsey museum to do research before her annoying office-mate shows up. She also uses this time to contact professors in Europe due to the time zone differences. She holds GSI office hours until noon, grabs lunch, and then attends her own classes. She takes a 3-hour nap in the late afternoon, grabs a vegetarian dinner with her fiancée, and then gets busy with her homework and research at a quiet library. Sandy rides her moped back to her house on Ann Arbor's west side and winds down with a couple episodes of the Daily Show.

Persona



Jonas Moss

IPCAA Prospective Student
University of Chicago
Chicago, Illinois
Age: 24

Hometown: Chicago, Illinois

Goal:

Get into a PhD program in classical archaeology. Jonas is a brilliant undergraduate student who recently discovered, through alternative spring break in his academic department, that he greatly enjoys doing archaeological field research. He is taking a lot of time to investigate his graduate schools of choice, and he will not sell himself short – he’s determined to get into the top three schools in the field of classical archaeology.

Personal Snapshot:

Jonas is graduating in May with a Bachelor of Arts in anthropology from the University of Chicago. He is in the top 5% of his graduating class. Charles, his father, urged him to follow in his footsteps and pursue a PhD in nautical archaeology, but Jonas always had a passion for learning Greco-Roman classicism and chose otherwise. Jonas lives in the comfort of his parent’s neo-classic Chicago home, and borrows their Jeep Cherokee to commute to and from class. He lugs his baritone saxophone to jazz band practice every Thursday night and loves to improvise musical pieces.

Computer Usage:

Jonas uses a Windows-based desktop computer for the majority of his computing tasks, such as word processing and downloading movies from the iTunes Store. Jonas doesn’t like carrying many heavy personal belongings, and dragging a laptop to and from school does not appeal to him. He recently heard of mini-laptops and is very eager to try one out.

Internet Usage:

Jonas avoids using Internet Explorer and instead chooses Mozilla Firefox to browse the Internet. He is cautious when it comes to Internet security, especially when

giving out his personal information. While online, Jonas typically views his University e-mail account, reads Slate, watches YouTube videos, and looks for archaeology-related news in Discover magazine. He occasionally surfaces on AOL Instant Messenger, ICQ, and MySpace to say 'hi' to long-distance friends.

Technology:

Jonas is very selective when it comes to technology. Contrary to his friends, he reads every single Amazon.com customer review and evaluates his limited budget before deciding to buy a new piece of technology. On most days, Jonas would prefer to receive a gift card to Barnes & Noble over Best Buy.

Future Plans:

Jonas plans to apply to several schools that offer a PhD in classical archaeology. So far, he is interested in the University of Michigan, University of California – Berkeley, University of Pennsylvania, and Brown University because one graduate school message forum said those are the top programs in the nation.

A Day in the Life of Jonas

Jonas begins his day at around 8:00AM and heads to campus to work at the Department of Anthropology library. He is quite content with his work because it gives him a chance to do homework for other classes and he enjoys helping the patrons find information they need. Between his classes, he sometimes sneaks into a graduate seminar in order to see what graduate school is like. Jonas is back at home in time for dinner with his parents after which he does more homework, goes to a student organization meeting, or dominates online Halo 3 on Xbox 360.

Scenario: Learning about IPCAA

Jonas wants to learn about the University of Michigan's IPCAA program. In Google, he searches for "University of Michigan Classical Archaeology," presses Search and the first result comes back as IPCAA. Jonas is surprised that Google's first result link is only that - an acronym - and he has to read the abbreviated result description to understand that IPCAA refers to a classical archaeology program at the University of Michigan. He wonders why the page's title doesn't contain the program name.

When he enters IPCAA's home page, Jonas clicks on "Prospective Student Information," and has several information needs: an admissions requirements checklist, funding and financial aid information, student biographies, relevant admissions statistics, and a list of faculty research interests. Jonas easily finds the admissions requirements checklist, financial aid information, and admissions statistics, but there are no cross-links to student biographies or faculty research interest pages. He also wonders the usefulness of linking to the IPCAA Student Handbook from the prospective student section.

After going back to the page's main menu, Jonas wonders why there is no Search feature that he could use to find what he needs instead of learning the site's information organization system. After finding the student and faculty biographies, he decides to check out the fieldwork happening at the IPCAA. He follows the links to the Tel Kadesh archaeological dig, which leads him to a Kelsey Archaeology Museum hosted web site, which leads him to a University of Michigan Sitemaker web site, which leads him to a broken link. He's frustrated why the information is not hosted on the IPCAA web page, and a bit dismayed at the level of site upkeep.

Appendix

I. Interview Guide – Introductory Script

As part of a semester long project in our SI622 Evaluation of Systems and Services course, we are conducting a number of interviews with users, and potential users, of the University of Michigan Interdepartmental Program in Classical Art and Archaeology (IPCAA) website.

We received your name and contact information from [client contact name], the Graduate Program Coordinator at IPCAA, as part of a list of potential interviewees.

The goal of this portion of our project is to develop personas, or representative descriptions, for the users of the IPCAA website. Our questions for you will focus on your background, personal attributes, your attitude towards technology, and what you feel you need as a customer of websites like that of IPCAA.

We will do our best to preserve your anonymity in our reporting. Your name will not be used in our reports, presentations or other published materials. Please feel free to decline to answer any question. You may also end the interview at any point.

Thanks for your help!

Do you have any questions for us before we start?

II. Interview Guide – Questions

A. Background – Demographics

1. Name
2. Age (or age range)
3. Where do you live?
4. Do you do any work outside of your academic appointments?
5. What are your job responsibilities?
6. Have you or are you currently working as a GSI or GSRA?

B. Background - Academic

1. Could you describe your academic history?
2. How long have you been a graduate student at IPCAA?
3. For what reasons did you choose to apply to IPCAA?
4. What other academic programs did you consider?
5. Why did you choose to attend IPCAA from among the programs you considered?
6. (Faculty) What other academic institutions have you been associated with?
7. Did the IPCAA website influence your decisions to attend graduate school here?

C. Work and Life Attributes

1. On a scale of 1 to 5, how busy do you feel you are? (5 being very busy and 1 being least busy)
2. Do you travel? If so, how often?
3. Do you travel for academic and/or work purposes?
4. Have you attended conferences while at IPCAA?
 - i. If so, have you presented at one or more of them?
5. Have you spent time conducting fieldwork abroad?
6. Have you been involved in any form of museum work?
7. What is your dissertation research topic?
8. What are your interests and/or hobbies outside of academia?
9. What do you see yourself doing after you graduate?

D. Role of Technology in Life

1. Do you own a computer?
2. How many hours per day do you use a computer? The Internet?
3. What is (are) the primary purpose(s) you use the Internet?
4. What websites do you regularly visit?
5. How frequently do you visit the IPCAA website?

6. Has your frequency of visiting the IPCAA website changed over time?
7. Do you use social networking websites (i.e., Facebook) or Instant Messaging? If so, how often?
8. Do you have a blog?
9. Do you have a web-enabled phone?
 - i. If so, have you accessed the IPCAA website in this way?
10. What are some other ways you use the Internet?
11. Do you use computers for any reasons other than accessing the Internet? (e.g., document and spreadsheet creation, project management, etc...)
12. What operating system do you prefer to use?
13. What kind of electronic gadgets do you carry around with you, if any? (i.e., laptop, mp3 player, digital camera)
14. Do you consider yourself to be technologically savvy?
15. How much would you say you rely on computers for managing your work and professional life?
16. Do you consider computer technology to be an integral part of your work life?
17. Do you feel you use the computer as much at work as at home?
18. How do you react when you find out about a new piece of technology or electronic device?

E. Just for Fun

1. What kind of TV shows do you like? Music?
2. What are your favorite magazines?
3. Favorite choice of entertainment?
4. Favorite vacation spot?
5. Transportation: bike, bus, car or walk?

F. Close-Out

1. Do you have any questions for us?
2. Can we contact you again if we have follow-up questions?
3. Would you be willing to participate in a website usability test within the next few weeks?

Thanks again for your help!

III. Interview Notes: U01

Interviewee: U01

Interviewer: Jacek Spiewla

Note-taker: Brian Wilson

Date: January 26, 2009

Time: 10:00AM – 10:45AM

Location: SAL Office, Memorial Union Building

A. Background—Demographics

Age (or age range)

25

Where do you live?

Ann Arbor – permanent

Do you do any work outside of your academic appointments?

No outside work

What are your job responsibilities?

N/A

Have you or are you currently working as a GSI or GSRA?

Currently works as GSI

B. Background—Academic

Could you describe your academic history?

Undergrad at St. Andrews in Scotland

Masters at University of Colorado

Studied classics almost exclusively

How long have you been a graduate student at IPCAA?

Now in 4th semester in IPCAA

For what reasons did you choose to apply to IPCAA?

Applied twice

Specific research interest

Applies only with specific professor in mind here at UM

In addition there are other positive attributes that UM has in archeology

What other academic programs did you consider?

1st time: UM, U of Colorado, Tufts

2nd time: UM, Brown, Boston, John Hopkins, Bryn Mawr, U of Sydney (Australia)

Why did you choose to attend IPCAA from among the programs you considered?

Big focus on interdisciplinary-ism

Aren't many other programs that emphasize this

The integration makes the program stand out

(Faculty) What other academic institutions have you been associated with?

2004 – IPCAA site was one of the nicest

2006 – Penn's was much better. Info wasn't any better, but aesthetic was better.

Very positive reaction to that site (Penn)

Did the IPCAA website influence your decisions to attend graduate school here?

As applicant found that application section of site was very easy to find.

Feels IPCAA site very easy to navigate

C. Work and Life Attributes

On a scale of 1 to 5, how busy do you feel you are? (5 being very busy and 1 being least busy)?

5

Do you travel? If so, how often?

Yes

Do you travel for academic and/or work purposes?

Academic travel

Have you attended conferences while at IPCAA?

Conferences and field work

If so, have you presented at one or more of them?

N/A

Have you spent time conducting fieldwork abroad?

Have done field work abroad

Have you been involved in any form of museum work?

Yes - here and at U of Colorado

What is your dissertation research topic?

The archeology of Persian Egypt (the workings of empires)

What are your interests and/or hobbies outside of academia?

Aikido

What do you see yourself doing after you graduate?

Job – ideally tenure track professorship in dissertation field

D. Role of Technology in Life

Do you own a computer?

Yes

How many hours per day do you use a computer? The Internet?

8-12 hours/day, Internet - same amount

What is (are) the primary purpose(s) you use the Internet?

25% browsing time – e-mail

30-40% library catalog (Myrlyn)

30% - article searches in databases

The rest – searching on misc info

What websites do you regularly visit?

Libraries, Myrlyn Catalog, German Archaeology Institute Database, Google

How frequently do you visit the IPCAA website?

IPCAA site is set up as home page on wireless login

At least once a week for finding information

Faculty e-mail address

Has your frequency of visiting the IPCAA website changed over time?

Frequency of browsing IPCAA websites

When applying it was pretty frequent

Now:

Handbook

More likely to use at the beginning of the term and then usage tails off.

List of alums

Do you use social networking website (i.e. Facebook) or Instant Messaging? If so, how frequently?

Facebook – once every 3 months
iChat on whenever computer is on

Do you have a blog?

No

Do you have a web-enabled phone?

Cell – not web enabled

If so, have you accessed the IPCAA website in this way?

N/A

What are some other ways you use the Internet

Faculty member info at other universities
Active field websites
Google Scholar – excellent for U01's research
Google Books also
Browsing other grad programs? Yes
IPCAA encourages this when creating student profiles

Do you use computers for any reasons other than accessing the Internet? (For example, document and spreadsheet creation, project management, etc.)

Writing, spreadsheets (to support teaching), gaming

What operating system do you prefer to use?

Mac, 10.4

What kind of electronic gadgets do you carry around with you, if any? (i.e., laptop, mp3 player, digital camera)

Cell phone, iPod, PSP, laptop

Do you consider yourself to be technologically savvy?

Doesn't consider himself tech savvy. Further ahead than his parents, but not nearly as advanced as his brother (iPhone user)

How much would you say you rely on computers for managing your work and professional life?

Everything written
40% of what has been read
Notes on other reading
All organized to find/retrieve easily
Used to structure everything accumulated academically

Do you consider computer technology to be an integral part of your work life?

Yes it is integral to work life

Do you feel you use the computer as much at work as at home?

Used more at work than at home – somewhat deliberate

How do you react when you find out about a new piece of technology (electronic device)?

Considers iPhone to be a gimmick

Uses phone to make calls

[BLW opinion - not an early adopter]

Needs time to see what the advantage of the tech is.

E. Just for Fun

What kind of TV shows do you like? Music?

Food Network (Iron Chef), CSI, Law and Order

What are your favorite magazines?

Scientific American subscription (it was free. Wouldn't have paid for it)

Favorite choice of entertainment?

Video games

Favorite vacation spot?

Places hasn't been to before

Russia last year

Would like to travel to the Middle East

Parents house for Christmas

Boulder

Transportation: bike, bus, car, walk?

Likes the bike the most

Uses bus when weather is inclement

F. Close-out

Do you have any questions for us?

What are you going to do with this information?

[Explanation from Jacek]

Can we contact you again if we have follow-up questions?

We can contact again if needed

Would you be willing to participate in a website usability test within the next few weeks?
Yes

Additional Information

Q: Interested in seeing interactivity on field sites?
Daily updates probably not very interesting
Raw archaeological data not useful
Season summaries are more helpful

U01 recommends checking out Kelsey Museum -Turkey dig site

IV. Interview Notes: U02

Interviewee: U02

Interviewer: Patrick McDonnell

Note-taker: Jacek Spiewla

Date: January 26, 2009

Time: 12:00PM – 12:50PM

Location: SAL Office, Memorial Union Building

Do you have any questions for us before we start?

Questions

A. Background—Demographics

Age? (or age range)

26

Where do you live?

Ann Arbor (originally from Tennessee)

Do you do any work outside of your academic appointments?

Does some editing work (academic work) w/ people on campus w/outside funding

Arch. Field supervisor as well

What are your job responsibilities?

Editing, copyediting, GSI

Have you or are you currently working as a GSI or GSRA?

GSI – Will teach for 4 terms, CC401 writing courses, Greek (Department of Greek), Classics, some tutoring in Greek

B. Background—Academic

Could you describe your academic history?

Bachelors – UNCG, double major classical arch. and religious studies. Minor in paleontology

UC-Davis – Postbaccalaureate in Classics

Europe – for languages

Classical Art & Archaeology, Masters in Greek

How long have you been a graduate student at IPCAA?

3rd Year IPCAA

For what reasons did you choose to apply to IPCAA?

"It's the best"

Penn, Umich, Berkeley all alternate for pole position

What other academic programs did you consider?

Greek program at Columbia, considered Penn, University of Cincinnati, applied & rejected at UT-Austin, did not consider Berkeley

Why did you choose to attend IPCAA from among the programs you considered

Summer school program – arch excavations – Harvard

College of Lake County – Illinois and Belize

Athens summer year program

(Faculty) What other academic institutions have you been associated with?

N/A

Did the IPCAA website influence your decisions to attend graduate school here?

Reputation. Knowing about IPCAA from other sources. When she was applying it was very helpful. Didn't have student profiles at the time, but now they do have them (very helpful).

C. Work and Life Attributes

On a scale of 1 to 5, how busy do you feel you are? (5 being very busy and 1 being least busy)?

4.8

Do you travel? If so, how often?

Cincinnati – 1-2/month

Summers – Europe & Middle East

Tennessee & Chicago

Do you travel for academic and/or work purposes?

Summers – Europe & Middle East

Wants to go to Athens next year for academic reasons

Have you attended conferences while at IPCAA?

Goes to conferences. Join annual meeting of APA and AIA.

If so, have you presented at one or more of them?

Yes

Have you spent time conducting fieldwork abroad?

Yes

Have you been involved in any form of museum work?

No

What is your dissertation research topic?

Informal: Modern Afghanistan & Uzbekistan – Non-elite and Native population in Hellenistic Bactria

What are your interests and/or hobbies outside of academia?

Smoke, drink, taxidermy (at one time)

What do you see yourself doing after you graduate?

2-3 one year stints at “crappy” universities – adjunct, “no career skills”, academics, foreign aid potentially

D. Role of Technology in Life

Do you own a computer?

Yes

How many hours per day do you use a computer? The Internet?

Computer – 4-12 hrs

Internet – 4 hrs

What is (are) the primary purpose(s) you use the Internet?

Communication w/friends & family, CTools (communicating with students), NYT, research (online databases)

What websites do you regularly visit?

CTools, e-mail, BBC, Savage Love, NYT, bank account, Wikipedia

How frequently do you visit the IPCAA website?

1/month

Has your frequency of visiting the IPCAA website changed over time?

Yes

Do you use social networking website (i.e. Facebook) or Instant Messaging? If so, how frequently?

No

Do you have a blog?

No

Do you have a web-enabled phone?

Doesn't know what it is. Think she can, but she thinks it will

If so, have you accessed the IPCAA website in this way?

"that would be awful – so many graphics"

What are some other ways you use the Internet ?

N/A

Do you use computers for any reasons other than accessing the Internet? (For example, document and spreadsheet creation, project management, etc.)

Yes

What operating systems do you prefer to use?

Mac

What kind of electronic gadgets do you carry around with you, if any? (i.e., laptop, mp3 player, digital camera)

iPod, phone

Do you consider yourself to be technologically savvy?

No – compared to parents (yes)

How much would you say you rely on computers for managing your work and professional life?

90%

Do you consider computer technology to be an integral part of your work life?

Yes

Do you feel you use the computer as much at work as at home?

Yes

How do you react when you find out about a new piece of technology (electronic device)?

Not Much

E. Just for Fun

What kind of TV shows do you like? Music?

Doesn't own TV, Sopranos, Weeds, sometimes downloads some shows
Eclectic, Jazz, Blues, Rock, no Techno, no Hiphop/Rap, Lo-Fi, Indie, Classical

What are your favorite magazines?

The Economist

Favorite choice of entertainment?

Drinking

Favorite vacation spot?

Caribbean Island – no school, warm

Transportation: bike, bus, car, walk?

Bus, walk, sometimes borrows car
Originally biked

F. Close-out

Do you have any questions for us?

N/A

Can we contact you again if we have follow-up questions?

Yes

Would you be willing to participate in a website usability test within the next few weeks?

Yes

Additional Information

“Seems like they [IPCAA] were modeling [their web site] off of Penn”

University of Chicago started a [Classical Archaeology] program – 2 students/year

U02 Hand-Written Notes

SI622

Interviewee Questionnaire

Introduction

As part of a semester long project in our SI622 Evaluation of Systems and Services course, we are conducting a number of interviews with users, and potential users, of the University of Michigan Interdepartmental Program in Classical Art and Archaeology (IPCAA) website.

We received your name and contact information from Alex Zwinak, the Graduate Program Coordinator at IPCAA, as part of a list of potential interviewees.

The goal of this portion of our project is to develop personas, or representative descriptions, for the users of the IPCAA website. Our questions for you will focus on your background, personal attributes, your attitude towards technology, and what you feel you need as a customer of websites like that of IPCAA.

We will do our best to preserve your anonymity in our reporting. Your name will not be used in our reports, presentations or other published materials. Please feel free to decline to answer any question. You may also end the interview at any point.

Thanks for your help!

Do you have any questions for us before we start?

Questions

A. Background—Demographics

1. Name
2. Age? (or age range)
3. Where do you live? *Ann Arbor, Ten*
4. Do you do any work outside of your academic appointments? *editing*
5. What are your job responsibilities? *GSI, 4 terms - CC 101, Greek civ*
6. Have you or are you currently working as a GSI or GSRA?

B. Background—Academic

1. Could you describe your academic history? *B.A. UNC - Greensboro
UCI - 7th year Ph.D.*
2. How long have you been a graduate student at IPCAA?
3. For what reasons did you choose to apply to IPCAA? *IPCAA b/w Penn, Berkeley.*
4. What other academic programs did you consider? *Greek program @ Columbia,*
5. Why did you choose to attend IPCAA from among the programs you considered?
6. (F) What other academic institutions have you been associated with? *summer school, Harvard
College Lake County, IL.*
7. Did the IPCAA website influence your decisions to attend graduate school here?
*mainly reputation. helpful for expectations
shw student profiles.*

U02 Hand-Written Notes

C. Work and Life Attributes Likert 4-8

1. On a scale of 1 to 5, how busy do you feel you are? (5 being very busy and 1 being least busy)?
2. Do you travel? If so, how often? - Cincinnati; Summer Europe, Tennessee, Chicago
3. Do you travel for academic and/or work purposes? archaeological dig
4. Have you attended conferences while at IPCAA? - Annual, AIA, APA
5. If so, have you presented at one or more of them?
6. Have you spent time conducting fieldwork abroad?
7. Have you been involved in any form of museum work? - Not really
8. What is your dissertation research topic? laughs - in formal - Non-elite Hellenistic Native population + bactria. Alexander's conquests but at aqan
9. What are your interests and/or hobbies outside of academia?
10. What do you see yourself doing after you graduate?

D. Role of Technology in Life

1. Do you own a computer? Yes. 4-12
2. How many hours per day do you use a computer? The Internet? 4
3. What is (are) the primary purpose(s) you use the Internet? Chain smoke. Taxidermy.
4. What websites do you regularly visit? Communication w/ friends + family. academic leisurely.
5. How frequently do you visit the IPCAA website? - Once
6. Has your frequency of visiting the IPCAA website changed over time?
7. Do you use social networking website (i.e. Facebook) or Instant Messaging? If so, how frequently? research
8. Do you have a blog?
9. Do you have a web-enabled phone?
 - a. If so, have you accessed the IPCAA website in this way?
10. What are some other ways you use the Internet?
11. Do you use computers for any reasons other than accessing the Internet? (For example, document and spreadsheet creation, project management, etc.)
12. What operating system do you prefer to use? Mac
13. What kind of electronic gadgets do you carry around with you, if any? (i.e., laptop, mp3 player, digital camera)
14. Do you consider yourself to be technologically savvy?
15. How much would you say you rely on computers for managing your work and professional life? 100%
16. Do you consider computer technology to be an integral part of your work life?
17. Do you feel you use the computer as much at work as at home?
18. How do you react when you find out about a new piece of technology (electronic device)? Not much.

E. Just for Fun

1. What kind of TV shows do you like? Music? Don't own a TV. ectache, jazz, blues, rock, indie. classical.
2. What are your favorite magazines? no techno no hiphop.
3. Favorite choice of entertainment? Economist
4. Favorite vacation spot? Drinkery.
5. Transportation: bike, bus, car, walk? Carribean Island, warm sea.

have a bike borrow a lot

U02 Hand-Written Notes

Close-out

Sue Alcock
John Cherry - returned a

1. Do you have any questions for us?
2. Can we contact you again if we have follow-up questions?
3. Would you be willing to participate in a website usability test within the next few weeks?

UNC -
VT
Berkeley.
Cincinnati
U. Chicago.

Yes.

Thanks again for your help!!

Craig - Personal Interviews.

V. Interview Notes: U03

Interviewee: U03

Interviewer: Jessie Smallenburg

Note-taker: Patrick McDonnell

Date: January 26, 2009

Time: 2:00PM – 2:30PM

Location: SAL Office, Memorial Union Building

A. Background—Demographics

Age? (or age range)

30

Where do you live?

Ann Arbor

Do you do any work outside of your academic appointments?

Worked in connection with professional arch. The preparation of manuscripts and consultant for other archeology projects

What are your job responsibilities?

None currently

Have you or are you currently working as a GSI or GSRA?

Not right now. On fellowship

B. Background—Academic

Could you describe your academic history?

Undergrad: B.A. Classical Arch Dartmouth 1997 senior honors thesis on ceramics

Master: Umich in anthropology

How long have you been a graduate student at IPCAA?

Since 2002, seventh year

For what reasons did you choose to apply to IPCAA?

It's one of the three best if not the top in this field in the U.S

What other academic programs did you consider?

Cincinnati, Princeton, Stanford and Berkeley

Why did you choose to attend IPCAA from among the programs you considered?

Partly availability of particular faculty advisors, partly support offered. Tried to support grad student throughout time and overall strength and affiliation with other departments

(Faculty) What other academic institutions have you been associated with?

University of Rochester, NY. RIT worked briefly for the Dean he was an archaeologist.

Did the IPCAA website influence your decisions to attend graduate school here?

No. Honestly, what was most important was advice from undergrad advisors. It narrowed down the choices. Not a big field overall. Knew he would be looking at Mich. and knew he would have about overall 10 choices

C. Work and Life Attributes

On a scale of 1 to 5, how busy do you feel you are? (5 being very busy and 1 being least busy)?

4.5

Do you travel? If so, how often?

Travel in conducting research. Spend summers in Cyprus or Croatia. Including conferences ten times a year.

Do you travel for academic and/or work purposes?

Yes

Have you attended conferences while at IPCAA?

Yes, presented

If so, have you presented at one or more of them?

More

Have you spent time conducting fieldwork abroad?

Yes

Have you been involved in any form of museum work?

No, more involved with field work.

What is your dissertation research topic?

Deals with ecology and human adaptation. From early prehistoric Cyprus form 10,000-5,000BC

What are your interests and/or hobbies outside of academia?

Love to run. Ran since high school until present (competitively). Wood working.

What do you see yourself doing after you graduate?

Either an academic position such as post doc or assistant professor.

Adjunct professor. or post doc.

Alternative will be working as contract archeology or cultural resource management

D. Role of Technology in Life

Do you own a computer?

Yes

How many hours per day do you use a computer? The Internet?

8-12. Internet: fewer than 2

What is (are) the primary purpose(s) you use the Internet?

E-mail; accessing scientific literature and professional work from online sources, databases, etc.

Keeping in contact with people in other fields.

Looking at websites from conferences

What websites do you regularly visit?

UMich library catalog, web based e-mail: UMich, JSTOR

How frequently do you visit the IPCAA website?

Rarely if ever.

Has your frequency of visiting the IPCAA website changed over time?

No

Do you use social networking website (i.e. Facebook) or Instant Messaging? If so, how frequently?

Facebook. Uses it once a day.

Do you have a blog?

No

Do you have a web-enabled phone?

No

If so, have you accessed the IPCAA website in this way?

N/A

What are some other ways you use the Internet

Use it to access aerial photographic and databases for climatology.

Loves Google Earth.

Occasionally watch YouTube.

Do you use computers for any reasons other than accessing the Internet? (For example, document and spreadsheet creation, project management, etc.)

No answer

What operating system do you prefer to use?

Running Windows.

Don't actually have a preference. Use windows most often.

Also, use Linux and advocates the use of open source software.

What kind of electronic gadgets do you carry around with you, if any? (i.e., laptop, mp3 player, digital camera)

Laptop. Phone. When in the field research gadgetry (GPS).

Do you consider yourself to be technologically savvy?

Not particularly

How much would you say your rely on computers for managing your work and professional life?

Make my life much easier.

Not just for writing but for computing power even just to do spreadsheets.

Do you consider computer technology to be an integral part of your work life?

Essential

Do you feel you use the computer as much at work as at home?

Much more

How do you react when you find out about a new piece of technology (electronic device)?

Depends on what it is.

GPS created four years ago is just as good as one created recently.

E. Just for Fun

What kind of TV shows do you like? Music?

Love classical and baroque music, old-time and bluegrass.

Describes taste as eclectic.

TV: really like those nature shows anything with baby animals, and long masterpiece theater shows.

What are your favorite magazines?

Loves National Geographic, really likes the Economist.

Favorite choice of entertainment?

Film and music

Favorite vacation spot?

Hard to think of one. Since work takes me to my favorite places. Italy.

Transportation: bike, bus, car, walk?

Close enough to walk

F. Close-out

Do you have any questions for us?

No

Can we contact you again if we have follow-up questions?

Yes

Would you be willing to participate in a website usability test within the next few weeks?

What is a website usability test? How long will it take?

VI. Interview Notes: U04

Interviewee: U04

Interviewer: Brian Wilson

Note-taker: Patrick McDonnell

Date: January 27, 2009

Time: 5:00PM – 6:00PM

Location: SAL Office, Memorial Union Building

A. Background—Demographics

Age (or age range)

29

Where do you live?

Ann Arbor (permanent while in school)

Grew up in Maryland and Maine

Do you do any work outside of your academic appointments?

Research assistant for one of the curators.

What are your job responsibilities?

N/A

Have you or are you currently working as a GSI or GSRA?

Not currently. Has in the past

B. Background—Academic

Could you describe your academic history?

Undergrad in Boden, Maine

PhD: UMich

How long have you been a graduate student at IPCAA?

6th year

For what reasons did you choose to apply to IPCAA?

One, presence of museum studies partly because pursuing certificate in museum studies. Interested in using degree in curatorial program.
Domestic archeology (family life was like, how they interacted with environment)
Focuses on Roman side of thing. Late first century BCE
Faculty support.

What other academic programs did you consider?

Chicago, Bryn Mawr (Philadelphia), Princeton

Why did you choose to attend IPCAA from among the programs you considered?

Faculty, atmosphere, museum studies program

(Faculty) What other academic institutions have you been associated with?

Boden College, study abroad program administered by Duke Intercollegiate Center for Classical studies. The American School for Classical Studies at Athens, Greece one year

Did the IPCAA website influence your decisions to attend graduate school here?

I looked at it.
Kind of neutral...was able to find the information
Doesn't remember if it was particularly good or particularly bad.

C. Work and Life Attributes

On a scale of 1 to 5, how busy do you feel you are? (5 being very busy and 1 being least busy)?

3.5 this semester, has been at five at other points in time

Do you travel? If so, how often?

Every summer, up to two months, it varies.
The longest time spent - 12 weeks. Europe, Italy

Do you travel for academic and/or work purposes?

Yes

Have you attended conferences while at IPCAA?

Conference in the States

If so, have you presented at one or more of them?

Yes, a few weeks ago...On the shrines of Pompeii

Have you spent time conducting fieldwork abroad?

Yes, Italy and Greece

Have you been involved in any form of museum work?

Worked at a museum full time before coming to Michigan
Supposed to do an internship this summer to finish off certification program in museum studies.

What is your dissertation research topic?

Urban Shrine at Pompeii looking at rituals in homes, at a bar, where they would conduct small sacrifices, burnt offering or pouring wine

What are your interests and/or hobbies outside of academia?

Likes to run and ski (in winter) biking, movies, hiking.

What do you see yourself doing after you graduate?

Ideal would be museum position and teaching position in Higher Education.

D. Role of Technology in Life

Do you own a computer?

Has used a Mac laptop for two years

How many hours per day do you use a computer? The Internet?

Uses computer for 8 hours/day
Uses Internet on and off throughout the day

What is (are) the primary purpose(s) you use the Internet?

School work, e-mail, reading newspapers

What websites do you regularly visit?

CNN.com, NY Times, Slate, Google Books
UMICH: Catalog, JSTOR, Pompeii and pictures (reference for school)

How frequently do you visit the IPCAA website?

Not very often. To double check work that the professor is posting, looks at the Fellowship information.

Has your frequency of visiting the IPCAA website changed over time?

Look at it a little bit more during October/ November

Do you use social networking website (i.e. Facebook) or Instant Messaging? If so, how frequently?

Uses Facebook.

Do you have a blog?

No

Do you have a web-enabled phone?

No. Use is to call

If so, have you accessed the IPCAA website in this way?

N/A

What are some other ways you use the Internet

If traveling overseas then uses chat.

Do you use computers for any reasons other than accessing the Internet? (For example, document and spreadsheet creation, project management, etc.)

Uses laptop when traveling to keep notes, carrying reference works, and downloading pictures, word processing, watching movies.

What operating system do you prefer to use?

Mac. Previous Laptop PC

What kind of electronic gadgets do you carry around with you, if any? (i.e., laptop, mp3 player, digital camera)

Has an iPod, doesn't carry it around every day. Digital Camera – only on some days.

Do you consider yourself to be technologically savvy?

Yeah, but not an expert...probably a middle ground adopter...texting isn't enabled...Not anti-technology- in other words "holding out just for the sake of it."

How much would you say your rely on computers for managing your work and professional life?

A lot.

Do you consider computer technology to be an integral part of your work life?

Yes.

Do you feel you use the computer as much at work as at home?

It's kind of blurred. Does a lot of work at home.

How do you react when you find out about a new piece of technology (electronic device)?

Usually pretty interested. Amazed at how things keep developing and what is available to do.

E. Just for Fun

What kind of TV shows do you like? Music?

Battlestar Galactica, Top gear (British program), Colbert Show, Family guy.
Music: likes U2, Tori Amos, 80's music, musicals

What are your favorite magazines?

National Geographic, archeology magazines, Discover, Ann Arbor Observer

Favorite choice of entertainment?

Reading

Favorite vacation spot?

Rome

Transportation: bike, bus, car, walk?

Bus. Has a car.

F. Close-out

Do you have any questions for us?

No

Can we contact you again if we have follow-up questions?

Definitely

Would you be willing to participate in a website usability test within the next few weeks?

Yes

Additional Information

Married

VII. Interview Notes: U05

Interviewee: U05

Interviewer: Patrick McDonnell

Note-taker: Jessie Smallenburg

Date: January 28, 2009

Time: 1:00PM – 1:34PM

Location: SAL Office, Memorial Union Building

A. Background—Demographics

What is your age?

25

Where do you live?

Ann Arbor, originally from St. Louis, Missouri

Do you do work outside of academic appointments?

No

He worked for two years between undergrad and grad school as an archeological field technician.

Have you or are you currently working as GSI or GSRA?

Yes, currently GSI

Job responsibilities: GSI for Intro to Roman Archeology, 200-level course, part of degree and funding plan.

B. Background—Academic

Could you describe your academic history?

Public school in St. Louis, Washington University in St. Louis.

Undergraduate: double-major in classics and archeology.

Took two years off, came here as a student in Roman archeology.

How long have you been a graduate student at IPCAA?

Second year

For what reasons did you choose to apply to IPCAA?

One of the premier classical archeology programs in the country, especially Roman archeology. Reputation of UM is important. Midwestern location, which he's comfortable with.

What other academic programs did you consider?

Brown; chose Michigan.

Why did you choose to attend IPCAA from among the programs you considered?

Premier program in Roman archeology; research interests of the faculty.
Compared to Brown, there are more professors here interested in Roman archeology, and more specific interests within Roman archeology.

What other academic institutions have you been associated with?

Washington University in St. Louis.
Five week field school in Italy, associated with Bradford University in the U.K.

Did the IPCAA website influence your decisions to attend graduate school here?

Yes, it was influential; that's where he got the info on faculty interests.
The IPCAA website was his main contact during the application process.

C. Work and Life Attributes

On a scale of 1 to 5, how busy are you?

4 currently; expects to be at 5 at the end of this year.

Do you travel? If so, how often?

Fairly often; every summer he's been in Europe for the past five years. During the school year, he takes occasional jaunts back to St. Louis, as well as more local camping trips on weekends within Michigan.

Do you travel for academic and/or work purposes?

Yes

Have you attended conferences while at IPCAA?

No, not yet, except for one that was held here.

Have you spent time conducting fieldwork abroad?

Yes, quite a bit.

Have you been involved in any form of museum work?

No, not directly.

Indirectly: one of the field projects was through a museum over in Spain.
He wasn't actively working on any of the excavations.

What is your dissertation research topic?

Undecided as of now.

What do you see yourself doing after graduation?

Getting a job as a professor.

What if that doesn't work out? That's a good question, I'll leave that one blank.

D. Role of Technology in Life

Do you own a computer?

Yes, laptop.

How many hours per day do you use a computer? The Internet?

A lot and a lot.

Internet: Several hours a day, I guess.

Between browsing and reading the news, and CTools site and stuff for school, e-mail, I don't know, several hours. He's pretty much on the Internet when he's on the computer.

What is (are) the primary purpose(s) you use the Internet?

Read New York Times, and catch up on news.

What websites do you regularly visit?

CTools; uses Gmail as alternative mailing account. Wikipedia occasionally.

How frequently do you visit the IPCAA site?

Not as much now as he did while applying.

Mainly now he uses it to tell his friends and family to check it out, and to get info about financial assistance.

Do you use social networking websites?

Occasionally Facebook; Skype. Frequency: Skype is always up.

He doesn't check or update Facebook frequently.

Do you have a blog?

No

Do you have a web-enabled phone?

No

Do you use computers for any reasons other than accessing the Internet?

Yes, for word processing, occasionally computer games.

What operating systems do you prefer to use?

Always used Windows

What kind of electronic gadgets do you carry around with you?

Basic cell phone; depending on what he's doing, his digital camera. None specifically for work.

Do you consider yourself to be technologically savvy?

On a scale of 1 to 5: 3.5.

How much would you say you rely on computers for managing your work and professional life?

A ton, even these days his calendar is on his Gmail account; to keep track of classes and meetings. He uses Google products and applications quite a bit. Someone recommended Gmail to him, and he uses Google search engine, which is his preferred search engine.

Do you consider computer technology to be an integral part of your work life?

Yes

Do you feel you use the computer as much at work as at home?

Yes.

How do you react when you find out about a new piece of technology?

It depends on what it is. New phone stuff, he couldn't care less about. He pays attention when big things that he would use come out, like Vista. For archeology: sure, I guess it doesn't happen as often that we have big tech things. GIS—Geographic information systems; uses these for mapping archeological sites.

E. Just for Fun

What kind of TV shows/music do you like?

All sorts of TV programs. Pertaining to the topic of this project, he used to watch the G4 channel (tech channel) frequently (on a daily basis). He watches TV in the evenings when he gets home, and it's sometimes on when he's eating dinner. Music: actually doesn't listen to music as much as he once did. He likes most kinds of rock. He has an iPod, but it's out of batteries, and is several years old. It's "buried under things at home."

What are your favorite magazines?

Archeology magazine on occasion. Beyond that, he reads magazines when getting a haircut or going to the doctor; prefers Newsweek or Time; He likes to keep up on news things.

Favorite choice of entertainment?

TV, or going out with friends; going to bars, things like that.

Favorite vacation spot?

Between camping nearby and when he goes over to Europe, he often travels for a week or two in Italy or Spain.

Transportation: bike, bus, car, walk?

Lives close enough that he walks to campus every day.

He also has a car that he uses once or twice a week for groceries or errands that are too far to walk to.

F. Close-out

Do you have any questions for us?

N/A

Can we contact you again if we have follow-up questions?

N/A

Would you be willing to participate in a website usability test within the next few weeks?

N/A

Additional Information

Day in the life of U05

Wake up between 7:30 and 8:30; eat breakfast at home, while watching the news, probably. Depending on what the schedule is he'll either work at home for a couple of hours, or go to the Kelsey Museum, where the grad offices are. Eat lunch at the museum, something he brought. Usually between 11:00 am and 12:00 pm; he eats lunch fairly early. Usually while he eats lunch he's surfing the Internet for the news. Occasionally looks at YouTube or looking up random things on Wikipedia. He occasionally watches TV shows online. Goes to classes, teaches, whatever he's doing that day. Often tries to leave by 5:00 pm. He eats an early dinner, usually something that he makes at home. Watches TV while he eats, then 2 or 3 more hours of work after dinner, whatever his schedule calls for. Goes to bed between 11:00 pm and 1:00 am. It varies: weekends are different, he usually works at home, and he has more time to hang out with his girlfriend and his friends.

U05 Hand-Written Notes

SI622

Interviewee Questionnaire

Introduction

As part of a semester long project in our SI622 Evaluation of Systems and Services course, we are conducting a number of interviews with users, and potential users, of the University of Michigan Interdepartmental Program in Classical Art and Archaeology (IPCAA) website.

We received your name and contact information from Alex Zwinak, the Graduate Program Coordinator at IPCAA, as part of a list of potential interviewees.

The goal of this portion of our project is to develop personas, or representative descriptions, for the users of the IPCAA website. Our questions for you will focus on your background, personal attributes, your attitude towards technology, and what you feel you need as a customer of websites like that of IPCAA.

We will do our best to preserve your anonymity in our reporting. Your name will not be used in our reports, presentations or other published materials. Please feel free to decline to answer any question. You may also end the interview at any point.

Thanks for your help!

Do you have any questions for us before we start?

Questions

A. Background—Demographics

1. Name
2. Age? (or age range)
3. Where do you live? Ann Arbor, Ill. St. Louis, Mo
4. Do you do any work outside of your academic appointments? No, 24hr - Arch field tech - surveys + arch. projects made.
5. What are your job responsibilities?
6. Have you or are you currently working as a GSI or GSRA?
Intro to Roman archeology, part of degree plan.

Brown Univ. - accepted. - These are more prof. have interested in Roman arch. - please specify Roman research interest -

B. Background—Academic

1. Could you describe your academic history?
- Undergrad - Washington
4 yrs.
2: Class + arch.
2: off
PhD: Arch program
2. How long have you been a graduate student at IPCAA? - 2 yrs.
3. For what reasons did you choose to apply to IPCAA? - one of the premiere classical arch. programs in the Midwest
4. What other academic programs did you consider?
5. Why did you choose to attend IPCAA from among the programs you considered?
6. (F) What other academic institutions have you been associated with? - Yeah, where you got info
7. Did the IPCAA website influence your decisions to attend graduate school here?
Washington - 5 wk in Italy w/ Prof. Bradford, UK

U05 Hand-Written Notes

C. Work and Life Attributes

Undecided.

1. On a scale of 1 to 5, how busy do you feel you are? (5 being very busy and 1 being least busy)? *4 for, gonna be 5 at end of.*
2. Do you travel? If so, how often? *Every summer for 4 yrs/5 yrs. Reasonable jumps to St. Louis, camping trip 4. Much.*
3. Do you travel for academic and/or work purposes? *Yes*
4. Have you attended conferences while at IPCAA? *Not yet.*
5. If so, have you presented at one or more of them? *-*
6. Have you spent time conducting fieldwork abroad? *- Yeah quite a bit.*
7. Have you been involved in any form of museum work? *- Not directly, one of field projects was indirect through Spain*
8. What is your dissertation research topic?
9. What are your interests and/or hobbies outside of academia?
10. What do you see yourself doing after you graduate? *Ideally getting a job as a professor*

D. Role of Technology in Life

Was a Pod.

1. Do you own a computer? *Yes, Laptop.*
2. How many hours per day do you use a computer? The Internet? *pretty much on the internet without comp. several hours*
3. What is (are) the primary purpose(s) you use the Internet? *browsing, read, news, code.*
4. What websites do you regularly visit? *New York Times. Com, gmail, wikipedia.*
5. How frequently do you visit the IPCAA website? *- Not as much now as when applying for fin. assistant.*
6. Has your frequency of visiting the IPCAA website changed over time?
7. Do you use social networking website (i.e. Facebook) or Instant Messaging? If so, how frequently? *Facebook, SKYPE (always up)*
8. Do you have a blog? *No*
9. Do you have a web-enabled phone? *No - phone's 7 yrs old.*
 - a. If so, have you accessed the IPCAA website in this way?
10. What are some other ways you use the Internet -
11. Do you use computers for any reasons other than accessing the Internet? (For example, document and spreadsheet creation, project management, etc.) *Word processing, email, game.*
12. What operating system do you prefer to use? *- Always used windows.*
13. What kind of electronic gadgets do you carry around with you, if any? (i.e., laptop, mp3 player, digital camera) *- cell phone, digital camera.*
14. Do you consider yourself to be technologically savvy? (scale of 1-5, 3.5)
15. How much would you say you rely on computers for managing your work and professional life? *a lot. - even calendar is Gmail.*
16. Do you consider computer technology to be an integral part of your work life? *Yes*
17. Do you feel you use the computer as much at work as at home? *Yeah.*
18. How do you react when you find out about a new piece of technology (electronic device)? *It depends on what it is. pays attention to things that - GIS - Mypping and sites.*

E. Just for Fun

1. What kind of TV shows do you like? *Music?*
 2. What are your favorite magazines?
 3. Favorite choice of entertainment? *T.V.*
 4. Favorite vacation spot? *Camping near by*
 5. Transportation: bike, bus, car walk? *Go out of town. Car one or twice a week.*
- Go to Europe Italy or Spain*
- Get channel. watches in the evenings - before bed.*
- Don't listen to music as much most kinds of rock.*
- Arch. Magazines. Newsweek or Times.*

U05 Hand-Written Notes

Close-out

1. Do you have any questions for us?
2. Can we contact you again if we have follow-up questions? *yes.*
3. Would you be willing to participate in a website usability test within the next few weeks?
Yes.

Thanks again for your help!!

Description a day in the life

- 7:30-8:30 - wake up
- breakfast at home
while watching the news
- work at home for a couple of hours
- work at Kelsey
- 11:00-12:00 - eat lunch at Kelsey, surfing the internet.
- YouTube, wiki.
- Colbert Report.
- 5 pm - go to classes, teach, whatever being that day
- often leave
- early dinner -
- watch T.V. while eat.
- couple more hours of reading
- 11-1am - bed.

Weekends
- work at home.
hang out with girlfriends + friends