

Persona-Updating Interviews

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Recruiting Three Participants

To refine our personas for the university website redesign project, I focused on recruiting participants who are first-generation undergraduate students actively navigating the admissions and financial aid processes. I reached out to few people in dining buildings like Prospector and Student Union to find such students who are first generation undergraduates. The candidates were freshers who recently joined UNCC and all of them were ready to participate in the interview as all of them faced certain issues in admission and financial aid process.

Informed Consent

Before conducting the interviews, I ensured that each participant was fully informed about the purpose of the study and the recording process. I explained that the interviews would be audio recorded solely for the purpose of accurately capturing their responses for our research.

Interview Session

I conducted three one-on-one interview sessions with the participants on campus to ensure a comfortable environment and high-quality recordings. Each interview lasted approximately 10 minutes. I used our revised interview guide, which included open-ended questions about their experiences with the admissions and financial aid sections of the website.

Recording

Each session was recorded using audio recorder and saved it in mp3 format. At the beginning of each recording, I restated the purpose of the interview and reconfirmed the participant's consent.

What Went Well and What Didn't

Overall, most part of the interview went well. The questions were straightforward, and the participants had no issues in understanding the questions. They were able to answer all the questions easily without me having to re-clarify them. The only thing that didn't go too well

was managing question in time. I couldn't ask all the questions I wanted as I said I'll be conducting the interview only for 10 mins and didn't want the candidates to get mislead.

Unexpected Learning

Participants shared feelings of anxiety and intimidation when confronted with complex financial terminology and processes. This emotional barrier sometimes deterred them from fully engaging with the resources available, highlighting the need for a more supportive and empathetic design approach.