Personas

- Primary
  - Department Chair (hybrid use case– about the whole course)
  - Online instructor (single online course)
  - Traditional instructor (create 2 for hybrid/supplemental. Pre-lab make it a chem instructor focused on safety)
  - Career student (distance learning)
  - Science credit student

Department Chair Debbie

Goals:
- High quality teaching
- Course meets learning objectives
- Matching university goals

Role:
- Liaison b/w dept and university
- Manages faculty & resources
- Overall course curriculum design

Concerns:
- Course delivery & management
- Platform stability & standards
- Assessment against LOs
- Faculty support

Debbie, 38, manages the Biology department courses at Valencia Community College. Debbie is looking for an online solution that offers effective science teaching for her non-majors introductory biology course. She has hundreds of students in this course, and needs a solution that will help her manage faculty and students. She leaves daily course management to each instructor. At the end of the semester, she needs to know students are achieving the learning outcomes for the course.

Persona

Online Oliver

Goals:
- Offering a lab experience
- Students understand concepts
- Student credits will transfer

Role:
- Runs his lab course top to bottom
- Very involved with students
- Grading and course maintenance

Concerns:
- Student experience and learning
- Campus doesn't have a lot of lab space
- Price of materials

Oliver, 45, is very committed to his introductory physics class at Eastern Missouri State. Recently, his school started offering online courses and he 's taking sections of his course online. He has a number of smaller sections with whom he has close interaction. His students don't always have the same level of preparedness/level when coming into the class, so he really focuses on supporting them. Oliver wants his students engaged in a smooth online experience that gives them each a strong conceptual understanding of physics.

Persona

Traditional Ted

Goals:
- Offer lab course to more students
- Integrate into his current wet lab offering with appropriate level
- Easy for him, his TAs, and students

Role:
- Structures his lab course
- Does research on the side
- Maintenance and content review
- TAs help grade

Concerns:
- Being able to assess student understanding
- Science level is appropriate
- Course is up to university standards

Ted, 51, runs his own introductory chemistry lab course at Northwestern that he's been teaching for 12 years. More students are enrolling in his course as the university expands, so he's looking to offer some wet labs on campus with a few online. Ted wants to ensure the appropriate rigor is coming across in his course regardless of medium. He's noticed lab groups often have a few students who aren't as involved in the activity and hopes the online activities will help with engagement.

Supplemental Sally

Goals:
- Get students engaged in scientific method
- Real lab preparedness
- Easy to use
- Measurable outcomes

Role:
- Course structure
- Does the grading herself, but has TAs
- Actively engaging with students

Concerns:
- Students are not learning to think scientifically
- Assessment
- Having the time to focus on her own research

Sally, 38, is teaching the anatomy lab at University of Connecticut. She'd like her students to have a better understanding of the scientific method and thinks her current labs guide them too much. Sally has a few ideas on how they could get the science from procedural labs she currently offers, as well as push students to start thinking experimentally themselves.

Persona

Career Kelly

Goals:
- Learn material for career and understand concepts
- Gain hands on experience
- Access to course anytime

Role:
- Taking courses for career post-grad
- Balances coursework with full-time job
- Communicates with instructor

Concerns:
- Access and stability
- Clarity of information and being able to revisit concepts
- Self assessing her understanding

Kelly, 32, is a secretary who's looking to start a new career as a nurse. She's fulfilling her degree needs with distance education classes at Phoenix University. They require lab courses, and her school requires she purchase an online option that's flexible to her schedule. It's important she understand the concepts and practical use of the instruments. Kelly needs to be able to use this course information throughout her studies and into her career.

Persona

Credit Carl

Goals:
- Get good grade with minimal time/effort
- Access course whenever he needs it
- Save money for important things

Role:
- Fulfilling credits for his degree
- Completes the lab/assessments
- Takes most of his classes in person
- Works largely in Microsoft Office

Concerns:
- Stable, working technology
- Getting through the course with a good grade
- College credits and materials are expensive

Carl, 19, is a sophomore majoring in business at UNC. He's taking Biology 101 because he needs to fulfill his science credits. He's motivated to get a good grade so he can make himself more marketable and pays for college with a loan. Carl does most of his course work on his laptop, and gets some course information from his school's LMS BlackBoard. He'd rather focus on his business classes or hang out with friends, so he wants something that doesn't take up a lot of his time.

Use cases

Use Case	Definition
Full Online Lab	Full online course, replacing traditional wet lab course (stand-alone, 1 credit)
Hybrid	Up to 5 Full Online Labs, offered in tandem with traditional labs (blend of online and traditional lab course, 1 credit)
Pre-Lab	Supplemental Lab exercises aimed at preparing students for wet lab experiences, focused on technique, safety and concept (supplement to a 1 credit course)
Text Book Alignment	Supplement to Popular textbooks (Supplement to content already purchased in 3 credit lecture course)
Supplemental Module	Stand-alone series of short online lab exercises aimed at supplementing course content (Supplement to either 1 or 3 credit course)
Custom Course	Late Nite Labs built custom course, designed to spec for a large institution (often in tandem with HM)