



Linda Jones

Linda is 30 years old and works as a recruiter for Amazon. She is skilled at working with technology and enjoys finding other people that are both highly proficient with technology and team-oriented like herself, which is what makes her so passionate and successful at her job. She was formerly a software engineer at Royal Bank of Canada with a computer science degree from the University of Toronto, but pivoted to become a recruiter as she realised that her true passion was getting to know people and finding the right personalities to fit certain team/company cultures.

She enjoys streamlining her day-to-day activities, such as keeping her work email, calendar, etc. on a single, integrated platform. She also schedules her in-person meetings near each other to reduce travel time between them, and she even meal-preps on Sundays to reduce time spent cooking every day. Linda uses an Apple iPhone, MacBook, and iPad for both work and personal use as she enjoys the integration between Apple products such as transferring files via AirDrop, seamlessly switching between devices while using AirPods, etc. and she can afford such products as she is a middle class worker with no spouse or dependents.

During her childhood she enjoyed playing many team-based sports such as soccer and basketball, which is likely what causes her to enjoy finding tools in her professional life that encourage and facilitate the teamwork she experienced as a part of her childhood sports teams. During her personal life, she enjoys using tools such as Google Calendar to schedule events for her and her friends, such as group dinners, picnics, game nights, etc. She spends most of her off-hours hanging out with friends or reading.



John Smith

John is a recently graduated 23 year-old with a degree in computer science from the University of Toronto. He is currently looking for a job in the technology space but since he has never applied for a job in this industry before, he does not know where to look for job postings and he does not know the salary range for someone with his level of experience. He is ambitious and confident so he wants to find the company that values him the highest, but he is also polite and socially conscious, so he is hesitant to ask recruiters about how much they pay.

John is also an impatient person who hates wasting time creating accounts for sites he will only use sparingly, or having to check numerous sites for things he wants to keep up to date with. He also has a hard time organising his school work and personal life since his school uses multiple platforms to keep track of work, and these tools often differ from the ones he uses in his personal life. He really dislikes this but has not found a better way to consolidate organisational tools while also separating work from his personal commitments.

John's hobbies include building and programming robots for fun and to automate certain tasks, playing video games with his friends, and playing competitive sports such as tennis. John loved travelling with his family when he was young, but he is currently living off of savings from summer jobs and still has student loans to pay off, so he is not able to travel or do too many events with his friends. This is driving him to find a job as soon as possible so then he can pay off his debts and start doing the things he is most passionate about.