

Personas

Persona 1: Alex Thompson

21-year-old Alex is a third-year business student who lives on campus and juggles a demanding schedule with classes, a part-time job at the campus bookstore, and involvement in a business club. He grew up in a small town and chose York University for its large campus and networking opportunities. Alex is the first in his family to attend college, and his family often checks in to see how he's handling the workload. His family's support motivates him to work hard, and he is committed to making the most out of his college experience.

He is efficient, adaptable, and goal-oriented. Alex values productivity and is always looking for ways to optimize his time. He is friendly and approachable but prioritizes his academic and career goals, so he often balances socializing with a structured study routine.

Throughout his business studies, Alex developed strong management and organizational skills. He is proficient in productivity tools like Google Calendar and Notion, which helps him stay on top of assignments and club activities. Alex is also a fast learner and doesn't hesitate to adopt tools that can streamline his schedule. He is tech-savvy and highly reliant on digital tools. Alex prefers using apps that can quickly provide the information he needs. He values efficiency and appreciates user-friendly, minimalistic designs that allow him to access relevant information without unnecessary clicks.

Alex often has short breaks between classes, which he wants to use effectively for quick study sessions or to catch up on reading. His goal is to find available study spots near his current location to save time. He prefers quiet environments with reliable Wi-Fi where he can focus, but he also likes options where he can recharge, like a café or library with nearby amenities.

Persona 2: Maya Chen

20-year-old Maya is a second-year psychology student who lives off-campus with her two roommates. She has a long commute, often taking the bus for 40 minutes to reach campus, so she values making the most of her time while she's there. Maya is known among her friends as the planner; she's the one organizing group projects, study sessions, and social gatherings. She grew up in a large family, which taught her the importance of collaboration and communication early on. She's active in student organizations, including the Psychology Club, where she holds a leadership role.

She is friendly, organized, and proactive. Maya enjoys being around people and thrives in group settings. She's naturally empathetic and values harmony, which is why she's chosen to study psychology. Maya is also highly organized and appreciates a well-structured schedule, allowing her to balance her academic, social, and leadership responsibilities.

Maya is adept at using collaboration tools like Google Drive, Trello, and Slack. She's skilled at coordinating tasks and keeping track of deadlines. Although she's still an undergrad, her leadership roles have honed her abilities to manage projects and communicate effectively. She is tech-savvy and quickly adopts new apps that help with her organization and productivity. She prefers tools that allow her to integrate her academic and social activities seamlessly. She appreciates any technology that simplifies her life, especially tools that keep her connected with her study groups and clubs.

Maya often organizes group study sessions and needs to find spaces that can accommodate multiple people, preferably with facilities like whiteboards and enough seating for collaborative work. She values real-time availability updates so she can efficiently plan meetings without risking overcrowded spaces. Her goal is to use the app to quickly locate and book group-friendly study areas that help her maximize productivity with her peers.

Persona 3: James Patel

24-year-old James is a first-year graduate student in computer science, specializing in machine learning. Originally from a rural area, he moved to the city for his graduate program and is still adjusting to the fast pace of urban life. James is a dedicated researcher who spends long hours working on projects that require a high degree of concentration. He lives alone in a quiet apartment off-campus and usually commutes by bike. He's an introvert who prefers to spend his time in solitude, focusing on his studies rather than engaging in social activities.

He is independent, disciplined, and introspective. James is highly focused on his academic goals and enjoys spending time alone, especially when working on challenging problems. He's detail-oriented and has a strong work ethic, driven by a deep curiosity about technology and its applications in solving real-world problems.

James has advanced technical skills, including programming in Python and proficiency in data analysis tools like TensorFlow and Jupyter Notebooks. He's comfortable with academic research

tools and is familiar with complex databases and coding environments. His technical background makes him particularly detail-oriented, and he's often immersed in work that requires intense concentration. James is very tech-oriented but selective about the tools he uses. He values efficiency and prefers minimalistic interfaces that help him get information without distractions. He avoids apps with overly social or interactive elements, focusing instead on productivity tools that support his independent study habits.

James primarily uses the system to find quiet, isolated study areas with minimal noise, reliable Wi-Fi, and good lighting for long study sessions. He's interested in features like real-time occupancy levels and noise ratings, which help him find spaces that align with his need for uninterrupted concentration. His goal is to avoid crowded or loud environments and quickly locate suitable spots where he can dive into his research without distractions.