Personas

Persona 1: Andrew Smith

21-year-old Andrew is a third-year business student living on campus and trying to balance an incredibly busy schedule between classes, working part-time at the campus bookstore, and participating in a business club. Andrew grew up in a small town and chose York University because of its huge campus and networking opportunities. Andrew is the first member of his family to have attended university, so the family often checks in to see how he's managing the workload. All of this support from his family keeps him motivated to work harder and really make the most out of his university experience.

He is efficient, adaptable, and goal oriented. Andrew 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 socializng with a structured study routine.

During his business studies, Andrew acquired good management and organizing abilities. He is effective at using productivity tools, such as Google Calendar and Notion, to keep the due dates of assignments and club activities under control. Andrew is also a quick learner and never hesitates to dive into tools that can organize his schedule. He is also very tech-savvy and dependent on digital tools. Andrew prefers using apps that will quickly give him any specific piece of information he might need. He values efficiency and appreciates user-friendly, minimalistic designs that let him access relevant information without unnecessary clicks.

Andrew 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 a quiet environment with a guaranteed Wi-Fi connection where he can focus, but he also likes options where he can relax, such as a café or library with amenities close by.

Persona 2: Maya Chen

Maya is a 20-year-old second-year student in psychology who shares an off-campus house with two roommates. She commutes a long distance, often taking the bus for 40 minutes to get to campus, so she tries to make the most of her time when she is there. Maya has been referred to as "the planner" by her friends, since she is the one arranging group projects, study sessions, and get-togethers. Having grown up in a big family, she learned early the importance of collaboration and communication. She is also very active with student organizations and currently holds a leadership role in the Psychology Club.

She is friendly, organized, and proactive. Maya loves being around people, and she does well in groups. She's naturally empathetic, which is why she has chosen to study psychology. Maya is also very organized and values an organized schedule, which she uses to balance her academic, social, and leadership responsibilities.

Maya is comfortable using collaborative tools effectively: Google Drive, Trello, Slack. She has good planning and organizing skills, and is able to keep track of tasks and deadlines. Currently an undergrad, her leadership roles have given her experience in project management and communication. She is very tech-savvy, and easily picks up new skills that make her more organized and productive. She prefers tools that allow her to integrate her academic and social activities seamlessly.

She likes any technology that makes her life easier, 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 loves real-time availability updates so she can plan meetings efficiently without risking overcrowded spaces. Her aim is to use the app to track down and book group-friendly study areas quickly, which helps her make the most out of her productivity time with peers.

Persona 3: James Patel

The 24-year-old James is a master's student in his first year with the computer science department majoring in machine learning. Having come from a rural area, he moved to this city solely for the graduate program and hadn't gotten used to the fast pace of city life yet. James is a dedicated researcher who spent long hours working on projects that required the highest level of concentration. He lives alone in a quiet apartment off-campus and generally cycles to campus. He's an introvert; he prefers keeping to himself and studying rather than going out and being social.

He is independent and disciplined. James is very focused on his academic objectives and mostly wants to spend his time alone, especially when working on very difficult problems. He is thorough, dedicated, and driven by a deep interest in technology and its applications to help solve problems in real life.

He has strong technical expertise in leading technologies, including programming in Python and working with data analysis tools such as 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 meticulous, often finding himself delving deep into work that requires immense concentration. James is very tech-oriented yet picky about the tools he uses; he values efficiency and likes minimalistic interfaces, which help him get information without distractions. He tries to stay away from too social or interactive applications and instead considers tools that help him work independently, suiting his independent learning.

James uses the system mostly 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.