Dave Courtney

Dave is a 51 year old university professor of computer science at a university. He's married. His children have grown up and moved out. His main hobbies are taking his car to the track, keeping up to date with modern tech industry standards and contributing to open source projects. He is generally well liked among his students and the courses he runs remain popular.

Dave is far more computer literate than the average person, having been in the field for so long, he has no trouble navigating websites and apps that aren't intentionally obtuse. His extensive experience as a lecturer makes him a competent orator. He can also safely operate a grill.

A couple classes he teaches have mandatory group work portions. Normally he lets the groups form naturally or through a class forum, then just groups the remainder randomly. In doing this he's noticed a trend of people who're forced into random groups doing noticeably worse than the naturally formed groups. Rather than cut down on time spent working on the car, Dave would be open to trying Hivemind for a semester or two.

Maya Baker

Maya is a second year english major at the university. She's a full time student, meaning she doesn't really have time for hobbies. In the rare moment she has time to herself, she reads or watches youtube videos. She commutes an hour each way to get to school every day. Even weekends are spent mostly catching up on readings and quizzes from the week before.

Maya is more than experienced in navigating apps and websites, given then she's spent more than a decade as a tumblr poweruser. While not especially technical, she's seeking to gain those skills by enrolling in a computer science minor. She's a skilled writer and orator, and an okay artist

Maya would use this app because despite her social skills, she doesn't really know people in this major. This could lead to her soft skills and technical writing ability going unnoticed. Hivemind will benefit her because it'll give her a platform that lets her more effectively display her skills.