Jordan Smith

age: 19
residence: University Park, PA (On campus at Penn State)
education: Pursuing a B.S. in Computer Science
occupation: Part-time waiter, Full-time student
marital status: Single

"I hate missing events that could help my future just because I didn't hear about them."

Jordan is a sophomore juggling a full class load, part-time work, and involvement in a coding club. He relies heavily on tech to stay organized, but often feels overwhelmed by the number of disconnected platforms.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

He wants to build a strong resume and professional network before graduation, but finds it hard to keep up with career workshops, networking nights, and club meetups scattered across campus emails and Instagram stories.

Needs

- A centralized place to find events and RSVP
- Alerts or reminders about deadlines or events
- An easy way to meet other attendees before and after events

Wants

- Integrated with iPhone's built in calendar app
- Ability to quickly connect with others at events via the app
- Easy profile creation

Values

- Staying productive and organized
- Making the most of college to prep for post-grad life
- Building real connections

Fears

- Missing out on internships or professional opportunities
- Feeling behind peers in terms of networking or resume-building
- Wasting time attending irrelevant or low-quality events

Amira Thompson

age: 21
residence: Winston-Salem, NC
education: Pursuing a B.A. in Political Science (Pre-Law Track)
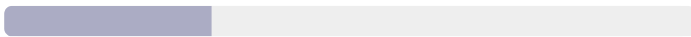occupation: Part-time Library assistant, Full-time Student
marital status: Single

"I want to get ahead after college—but it's hard to find good opportunities when you're not at a big-name school."

Amira is a junior at Winston-Salem State University. She is a commuter student and has a hard time making connections on campus because she commutes and she spends most nights at work at a library of campus or studying there.

Comfort With Technology

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Criteria For Success:

She wants to build her resume to get into a good law school. She finds it hard to make connections in law because she attends a small school and commutes there. She mainly wants to access opportunities that boost her law school applications

Needs

- Localized, relevant event listings
- Visibility into networking opportunities beyond WSSU
- A way to connect with people who share her ambitions

Wants

- A professional, student-friendly design with zero clutter
- A stress-free way to network that doesn't feel awkward or forced
- Events geared toward small college students

Values

- Clear goals and reliable tools to reach them
- Professional empowerment for underserved communities
- A supportive network of peers and mentors

Fears

- Being underprepared for law school or interviews
- Losing out on career opportunities due to lack of access
- Not knowing where to start or who to talk to
- Feeling isolated or overlooked in professional spaces

Marcus Reynolds

age: 35

residence: Seattle, Wa

education: M.A. in Human Resources Management

occupation: University Talent Acquisition Partner at a regional tech company

marital status: Married, two kids

"We want to meet students where they are—and right now, that's on their phones."

Marcus works for a mid-sized software company with a strong regional presence. His role involves hiring interns, managing university partnerships, and organizing recruiting events like info sessions, resume workshops, and mock interview days. He partners with career centers but often finds student turnout low, mostly because students miss announcements buried in emails or outdated portals.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

He wants a more direct way to connect with students who are already looking for opportunities and career-building events. Also, he wants easy event setup with options to include descriptions, links, and RSVP tracking

Needs

- A streamlined, low-effort way to list events and track attendance
- Tools to promote events to relevant student groups
- Reliable notifications so students actually see the listing
- The ability to manage multiple events or campuses at once

Wants

- Integration with company careers page
- Analytics showing how many students viewed or RSVP'd
- Post-event tools to follow up with attendees or gather feedback

Values

- Building real connections with early-career talent
- Diversity and inclusion in recruiting pipelines
- Efficiency and professionalism
- Representing the company well on student-facing platforms

Fears

- Poor event turnout due to lack of visibility
- Wasting time setting up events that no one attends
- Missing out on great student candidates due to poor reach