

Persona 1



Name: Sarah Nguyen

This is Sarah, a 22-year-old, 2nd year psychology major who believes the best way to study is the old school way through highlighting books and reading the newspaper. Sarah is an immigrant from Vietnam and has had minimal exposure to technology. Sarah loves to cook and puts time towards the hobby by cooking for her family. Sarah has had very less exposure to people of other races or nationalities.

Sarah is an introvert and loves to get cozy in her room to study for exams and other assignments. She lives in Bethune and works for the student centre as a storage unit organizer. Sarah does use her smartphone for paying, uses social media once in a while (>5hrs a week) and has a laptop that she rarely uses unless it's to submit assignments.

Sarah wants to buy books often as that's her hobby and likes to decorate her dorm with small furniture and other fixtures. She is a student hence it's hard to afford new books and furniture all the time. Sarah is unable to live her hobby as she is scared to meet strangers from facebook marketplace or Kijiji as they are usually far and also unaccommodating.

Persona 2



Name: Dr Jack chang

This is Dr. Jack, he is a 55 year old Computer science professor teaching for the EECs department. He has been a Senior Dept. Head for over 15 years and has been a professor for more than half is life. Dr Jack is a true academia, studying is his core hobby and he loves to research in depth about topics that intrigue him. He is a very tech savvy and loves to fiddle with new devices that are out in the market. Dr jack is a very opinionated man and gives his advice whenever he feels that someone needs help or feedback.

Dr Jack loves a beautifully designed application, especially when it is foundationally strong and easy to use and understand. He thinks psychology and ease of use of an application is the key to its success. Dr Jack works with a lot of companies including distributions of books and other professors who are often authors. He has a small room in his home that is full of books, all that the current generation uses in classes. Dr jack wants to give these to students of York university at a decent price, but he wants only students that are verified to get them and also on campus so he doesn't have to travel for the same.

