

Persona 1: Jane McDonall (age 18)



Jane is a first year philosophy student at UTM. She is living on campus in OPH. She is highly academic and is taking 6 courses in her first semester, while also being a member of the Mock-Trial club. Growing up as a Gen Z, she is familiar with using her phone and how to navigate basic websites or apps, but she has no technical experience in things like coding or reading documentation, and she gets confused quickly with overly complex applications. She is a very busy person and spends most of her day going between lectures, club meetings, silent places to study, or seeing her friends on campus.

Persona 2: Stew Griffin (age 20)



Stew is a third year biology student at UTM. He is a student athlete and plays for the Tri-Campus UTM soccer team, and has played soccer his entire life. As a student athlete who is passionate about soccer he goes to the RAWC gym 3-5 times per week. At the same time, Stew has aspirations of becoming a doctor, and takes his studies very seriously. Stew lives off campus and commutes to campus, but he lives 20 minutes away when he drives his car, or 30 minutes away when he takes public transit. Given the distance from his home, he tries to commute only once each way per day. Stew also has a problem with staying up late at night studying and sometimes has trouble making it to his first lecture of the day on time. Stew has average technological skills, meaning he is very capable with using simple websites or apps, and is somewhat capable of using complex applications with many features, but he has no experience with coding or reading documentation.

Persona 3: Jackmerius Tacktheratrix (age 21)



Jackmerius Tacktheratrix is a fourth year computer science major at UTM who lives off campus. Jackmerius is a dedicated student, an avid gym goer, a social butterfly, and he loves his car. Jackmerius often finds himself stretched thin, as he wants to do a lot while on campus, like go to his lectures, study in the library, go to the gym, meet with his friends, and eat at least 2 meals on campus. Jackmerius is a picky eater though, and only likes a few options on campus, and they are spread far apart, so scheduling when he will have time to stop and get food is sometimes difficult, and he occasionally ends up in a situation where he isn't able to eat for several hours while he attends lecture. Jackmerius also is very particular about the exercises and machines he likes to use at the gym, and gets annoyed when they are too busy.