

## The Personas :



Person Type : Hobby Explorer

Name : Emma

Occupation: Graduate Student

Age : 26

Gender: Female

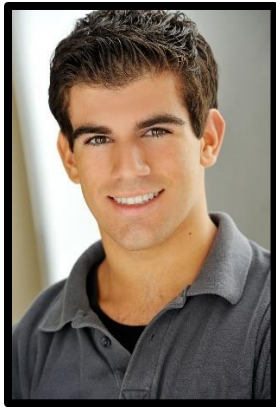
**Quote:** “I am new to the university, and I want to connect with students from my discipline so I can study with them. I also want to organize my schedule; I keep missing deadlines because the tool I use doesn't remind me when something is due.”

**Backstory:** Emma is a graduate student pursuing a master's in project management at Northeastern University. She hails from Seattle, Washington. She loves organizing, listening to music, and reading novels.

**Motivations:** Emma is new to the town and doesn't know many people at the university. She wants to have a group of friends with whom she can connect and have study sessions to prepare for exams and quizzes. Being from a project management background, she also needs to organize her schedule, so she never misses deadlines.

**Frustrations:** Emma has used several organizing tools, but she still misses some deadlines because the tools don't provide any reminders when a deadline is approaching. Also, she tried attending welcome events to make new friends for study sessions, but they included people from different branches, and she couldn't find people from project management.

**Ideal experience/goals/aspirations/feelings:** Emma wants to find people from her branch and connect with them. She also wants a portal where she can easily input her tasks and be timely reminded of them, so she doesn't miss a deadline.



Person Type : Hobby Explorer

Name : Ethan

Occupation: Graduate  
Student

Age : 25

Gender: Male

**Quote:** “Balancing my academic and personal development is key to my success.”

**Backstory:** After several years in the tech industry, Ethan decided to return to academics to specialize in cybersecurity. His experience working in IT security exposed him to the growing threats in cyberspace, driving him to delve deeper into this field.

**Motivations:** Ethan is driven by a desire to excel in his studies and to stay ahead of the curve in the ever-evolving tech world. He values tools that enhance productivity and foster a community of learning.

**Frustrations:** His main frustration is the lack of specialized study groups and a centralized system that can keep track of his academic and personal projects.

**Ideal Experience/Goals/Aspirations/Feelings:** Ethan's goal is to become a leading expert in cybersecurity and to contribute to developing safer digital infrastructures. He seeks an educational experience that is enriching, well-organized, and conducive to both individual and collaborative learning.



Person Type: International Innovator

Name : Mia

Occupation: Graduate Student in Engg. Management

Age : 24

Gender: Female

**Quote:** “Connecting cultures through engineering is my passion.”

**Backstory:** Originally from Beijing, Mia came to Northeastern University to enhance her engineering expertise with a management perspective. With a bachelor's degree in Mechanical Engineering, she aspires to bridge the gap between technical teams and executive management.

**Motivations:** Mia is motivated by the challenge of integrating technical knowledge with business acumen. She seeks to lead projects that have a global impact and to cultivate a diverse professional network.

**Frustrations:** Mia is sometimes overwhelmed by the differences in educational styles between her home country and the U.S. She also finds it difficult to balance group work with individuals from various cultural backgrounds.

**Ideal Experience/Goals/Aspirations/Feelings:** Mia aims to work for a multinational corporation, leading projects that improve efficiency and innovation. She desires a platform that facilitates cross-cultural collaboration and helps her manage her diverse academic responsibilities.



Person Type : Aspiring Academic

Name : Lucas

Occupation: PhD Candidate in Psychology

Age : 30

Gender: Male

**Quote:** "The human mind is the last frontier, and I'm on a journey to explore it."

**Backstory:** With a master's degree in Cognitive Neuroscience, Lucas is now pursuing his PhD at Northeastern University. His research focuses on the impact of technology on attention spans and memory.

**Motivations:** Lucas is driven by his curiosity about the human brain and its capacity. He is passionate about teaching and hopes to become a professor post-graduation.

**Frustrations:** He struggles with finding the right balance between research, teaching assistant duties, and his personal study time. He also finds it challenging to locate participants for his research studies.

**Ideal Experience/Goals/Aspirations/Feelings:** Lucas aspires to publish groundbreaking research and to be recognized in the academic community for his contributions. He seeks a comprehensive platform that not only helps him organize his academic life but also connects him with a network for research collaboration.