

Admin Persona



Ben McKenzie. Digital image. Fandom. N.p., n.d. Web. 07 June 2017.

Jim Gordon is a forty-five-year-old Computer Application Administrator. He lives in the heart of downtown Toronto in one of the many condominiums there. Jim lives with his family of 6, consisting of his wife and four children. Jim works from nine to five for CoOpHub in their Toronto office. After work Jim loves to go on long runs in the park near his apartment. Jim also loves to watch football games. His favorite league is the English Premier League and he follows it avidly, along with the UEFA champions league.

Jim has been working for CoOpHub for six months now. He loves the company very much and their vibrant and free startup culture. He is very eager to impress his managers as he is still fairly new to the team. He previously worked for University of Waterloo as the Application Administrator for their Co-op student job website called WaterlooWorks. Jim is very technology savvy and has very good experience working with web applications such as CoOpHubs. He learned a lot while working on WaterlooWorks at the University of Waterloo and knows how to manage and monitor such systems.

While working at WaterlooWorks, Jim's administrator account did not have many good or convenient features which allowed him monitor the system efficiently. He would love to have added on comprehensive views on CoOpHub in order for him to monitor the web application's activity efficiently and quickly. Jim believes that he should also be able to switch views on his account from administrator to student, to employer in order for him to see the application from every perspective easily. Jim likes to be able to do things efficiently because he is often very busy as he spends a lot of his time taking courses online or in different institutions in order to gain more knowledge on Information technology. However, he is very dedicated to his job and always find the time to do every task his manager assigns properly and to specification.

Employer Persona



Recruiter/Manager. Digital image. Unsplash.com. N.p., n.d. Web.

Mark Philips is a 42-year-old Software Developer recruiter for CIBC. He has been a recruiter for the last 5 years. Mark loves to talk to people and enjoys conducting interviews with potential candidates for hiring. Mark is a recruiter and he doesn't prefer doing too much technical work, and would rather spend most of his time interviewing new people. During co-op season, he has to tediously look through several campus websites, navigate across the job posting sections and post a particular position that is open for hiring. Mark has found that this process has been taking up most of his time, since he has to manually visit each website. In any given day during the recruitment time period, Mark has to wake up in the morning, check all his emails for any automated notifications of new applicants for a position he's posted on the tens of University websites; then he must visit each individual University Co-Op website, and for those that do not have automated notifications sent to his email, he must browse whether anyone has applied for that position, and then get back to them via email.

Furthermore, whenever CIBC opens up a new position, Mark must manually visit each one of those individual University websites and post the position there. What is so tedious about this is that each individual website has their own infrastructure and format and Mark has to keep himself up to date with how each one of them work as they dynamically change.

Mark understands that if there was somewhat of a centralized solution where, from just one platform, he has ease of access, a User Interface which stays mostly consistent throughout the months of the year, he would be able to save a lot of time that takes up during the pre-interview process and can spend more time efficiently acquiring candidates for the numerous positions constantly opening up at CIBC.

User Persona



Tim Grouw. Student. Digital image. *Unsplash*. N.p., 26 Feb. 2016. Web. 07 June 2017.

Nineteen-year-old John Smith is a university student currently in his 2nd year studying computer science at University of Toronto. John is very experienced with computers, having first used one when he was 5, when his parents bought a family PC. Ever since then, John has been fascinated by computers. John spends most of his day at school, either going to lectures or doing coursework in between classes. John has a lot of free time where he has nothing to do and he feels that he is not being productive. A part time job would help fill out his schedule.

John has a lot of friends in the co-op computer science program, and most of them have found jobs through the university's co-op job listings. However, John is not in co-op and does not have access to such listings, making his job search more difficult than his peers. John has no previous work experience, only volunteer work at local soup kitchens and animal shelters. He hopes to find an introductory job to learn how the professional world works and to build work experience for his resume.