

# Personas — DeerChat

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## Persona #1 — International First Year Student

Ava Smolinski is a student from Poland beginning their first year full-time at the University of Toronto St. George Campus. Staying at the campus residence downtown, overwhelmed by the city she finds it difficult to look for friends and people studying the same program, Art History.

Ava has trouble initiating conversations with fellow others due to language barriers and feels more comfortable conversing under her native language. She struggles with English and wishes to find other Polish speakers. She thrives within the introverted lifestyle

and enjoys the anonymity of the internet as she has the capabilities to speak her mind to the fullest extent. She also struggles with social anxiety and resorts to various internet platforms in order to build friendships and relationships. Ava actively chats on Discord where most of her real life and online friends are the most accessible. Her main concern is adjusting to life in Canada while maintaining a high GPA for her PoST. Beyond these worries, Ava is immensely excited for her upcoming year of study and all UofT has to offer.

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## Persona #2 — Local Upper Year Student

Joe Mjahmah is a student who lives in Brampton, Ontario and commutes to school through public transportation during his studies. Joe is currently on his 5th year studying Bioinformatics at the University of Toronto Mississauga Campus coming back for his studies after PEY.

Being socially adept, Joe thrives around others and doesn't think twice about expressing himself. He claims to be approachable and easy to talk to even after returning to school from a long year online and working from home. Joe is an activist who uses social media platforms like Instagram and Facebook to spread awareness on topics he believes to be important but has trouble reaching his

communities directly. He wishes to reach a wider audience and encourage change firsthand. In addition to reaching audiences, he wants to be reached out to as he serves a role in the student government. He plays a key role in hearing the voices in the community and making changes in order to enable other students. Joe dreams of such a platform to exist where information can be centralized and immediately directed to members within the community.

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### Persona #3 — UTM Professor

Bitvik Rhardwaj is a professor who lives in Mississauga, Ontario and commutes to school using his car to reach his workplace. Bitvik has been working at the University of Toronto Mississauga Campus for years and is a well respected faculty member in the Computer Science department. Holding a senior position, he is in charge of the coordination of many courses.

Bitvik is fascinated in up and coming technology and trends, and as a result he is constantly searching for innovative ideas to implement into not only the syllabus, but also his learning and teaching style. Although he is a professor that is beloved by his students, Bitvik developed quite the reputation to be

intimidating for being a hard marker. Due to his stern demeanor, he is unable to get accurate feedback from his students during the course evaluation period at the end of terms. In order to better himself as an effective professor, he would require a platform that helps him stay up to date with his students interests as well as a system to extract constructive criticism. A platform that contains the collective thoughts of the students on professors and systems put into place by the university while respecting student privacy and anonymity would allow Bitvik to use his tenure to implement positive change in the department, improve student learning, and to further his career as a successful professor.