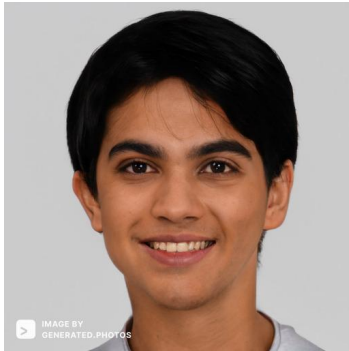


Persona 1: Undergraduate CS Student



Parth Singh is a 20-year-old who is currently in Toronto, Canada for his undergraduate studies at the University of Ontario. He is a second-year computer science student who loves to participate in hackathons and create side projects. Aside from academics, he likes to play Rocket League and Call of Duty with his friends after university during the evening or during the weekends.

He spends his free time watching Youtube tutorials and exploring different programming languages and APIs. He is a curious individual who loves to learn new things, and is a great self learner.

Parth is currently a full-time student at the University. He is taking Multivariable-Calculus, Linear Algebra, and Software tools and System programming. In order to not lose the practice of coding due to a math-heavy semester, he has plans on completing at least one leetcode problem every day. He is currently a web developer for the Business Association at the University of Ontario where his main responsibility is to keep the website of the association updated with the executive information and upcoming events.

Parth plans to use Orchestra to create several different bots that will help make his every day tasks simpler. He wants to coordinate his IoT devices with Orchestra to create a smart home. He places his bots on the marketplace for the community to use, being rewarded with ratings and interactions. He would appreciate being able to see reviews on his bots and get feedback on features other people want to see implemented. He can use this feedback and his response to it to impress potential employers with his real world client interaction experience.

Persona 2: Freelance Consultant

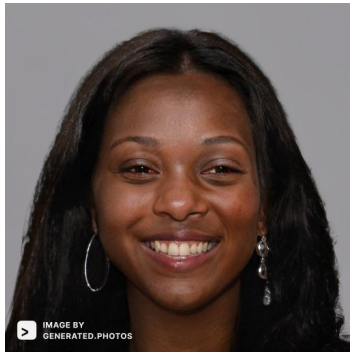


Nebuchadnezzar Doosra, age 35, is a freelance consultant that wants to automate their workflow. The nature of their work requires them to remain on top of all logistical issues as well as balance responsibilities in their personal life. Managing client communications, paying bills on time, remembering to send important emails; There are many tedious but crucial repetitive tasks they must deal with.

They are driven by being their own boss, and so tries to do everything themselves. Being a solo consultant They must also work long hours to be able to stay on top of everything. With a powerful automated planning tool like Orchestra in their arsenal, they'll have more free time for themselves, and not need to hire outside help and remain independent.

They like using the newest consumer tech, but do not have the time to teach themselves all the tools necessary to automate their workflow. A perk of their career is being able to work while traveling, and so they are away from their desk most days. They would really appreciate being able to interact with Orchestra solely through their phone. Being able to generate summary graphs and reports periodically and review them will also give them insights into how to optimize their business.

Persona 3: YouTuber



Ayodele Abioye is an African-Canadian 30-year-old YouTuber who lives in Edmonton, Canada. She is a full-time YouTuber with over 60,000 subscribers. She lost her job in 2020 after her company decided to let go of employees due to the financial crisis in COVID-19. She is often referred to as exuberant by her friends and has an outgoing and friendly vibe.

She worked as a professional fashion designer for Canada Goose Inc. where she would give advice on a particular design to create or review on designs shown by her subordinates for approval. She is creative, innovative for creating unique designs which were successful in 2018 and has exceptional leadership skills from her previous work experience as a fashion designer. She is now a full time Youtuber where she creates traditional African culture dresses on youtube. She came to Canada with her parents at the age of 16 from Kenya but has not lost her root culture. She now creates tutorial videos of an entire process of designing different African dresses.

Being an active social media user, she can quickly get the hang of new social media apps. Through her networking, she was able to buy necessary technical devices like Canon EOS RP, Shure SM7B on a discount. Being an active user of YouTube, she quickly adapted to the Youtube Creator feature. Being weak in video editing, she started watching youtube tutorials for blender video editor and started uploading her videos. After a few months, her editing skills improved significantly and new users started showing support.

As a Canadian, she is not able to maximise her viewership as her main audience lives in Africa. Due to the time zone conflict, her peak upload time is during midnight in Canada where it is morning in most of Africa. Due to that, she needs an application where she can assign an existing bot which helps her post her videos during midnight without her input. Orchestra serves a perfect role for this service as it has a marketplace where she can automate the bot to take necessary actions during midnight preventing her from disturbing her sleep cycle and ease up the uploading for the video.