Persona 1: General Undergrad Student

Nineteen-year-old Jason is a freshman at the University of Toronto Scarborough. He takes six courses including two electives. He played violin since he was ten, and he was in the high school orchestra for the whole three years. Thus, he applied to the string orchestra and became a string player. Working in an orchestra gave him experience working with a team, and made him aware of the power of collaboration. Jason would appreciate being able to leverage the collaborative power of the bot marketplace to be able to both share his bot designs and use others'.

Every morning, he practices violin at the studio he used to visit when he was in high school. He practices for an hour and goes to take courses. After the class, Jason goes back home and takes a nap until 4. After the nap, he goes to the library to work on his assignments. Except for Wednesday, since he has orchestra practice at 5. But he lates sometimes, because he sometimes forgets to set the alarm at 4. Jason would appreciate a simple organizational tool to help him stay on top of things like this.

At night, Jason plays "League of Legends" with his friends. He uses discord to talk with his friends while playing the game. Jason has an average knowledge about digital tools, and uses his devices mostly to consume content. Orchestra's scheduling interface will be designed to flatten the learning curve for this type of user.

Persona 2: Undergrad 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 with colleagues who are in a similar program. He loves to explore the depths of Software Engineering by completing advanced certificate courses on Edx and Coursera. He is comfortable with Javascript, C, Python, and Java. He has excellent communication skills and is a friendly person. 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.

Parth found his interest in coding when he started playing with SCRATCH programming and got hooked on what it possibly could do. His high school did not provide computer science as a subject for students, so he decided to learn on his own. He started learning the basic CS50 course on Coursera and from there onward, he started to explore the power of computer science.

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.

His goal for this term is to build an email scheduler bot that allows users to send an email at their own specified time. Instead of just uploading the product on GitHub for others to see, he wants a platform that allows developers like him to upload their products where real clients can use them. His plan is to allow real-life clients to use his service and get feedback on features the clients want to see and the product's efficiency and user-friendly interface review. He feels this feedback and his profile rating can massively help his job search.

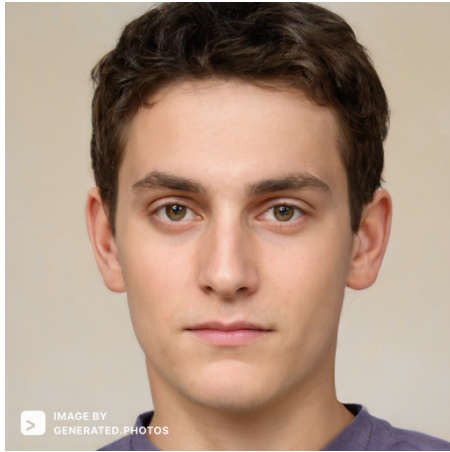## Persona 3: Freelance Consultant

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 themself. 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 themself, and not need to hire outside help and remain independent.

They like using the newest consumer tech, but does not have the time to teach themself 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.
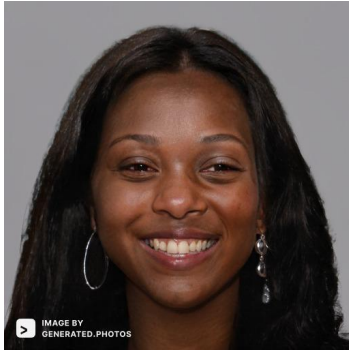
Persona 4: Hobbyist

Phillip Foden is a 24-year-old Computer Science hobbyist who is currently living in Boston, USA. He spends his free time watching Youtube tutorials and exploring different programming languages and APIs. he loves starting new coding projects to expand his knowledge and participating in hackathons to gauge his abilities. He is a curious individual who loves to learn new things, and is a great self learner.

Phillip found his interest in coding when he took his first Computer Science class in high school. However, it only scratched the surface of what he wanted to do so he looked on the internet to self learn himself. He started learning the basics in Python and Java before expanding to different programming languages and moving onto more advanced frameworks from there.

Phillip plans to use Orchestra to create several different bots that will help make his every day tasks simpler. He plans 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 is specifically keen on helping to automate his alarm clock, emails and notifications. Phillip feels Orchestra can be a rewarding app to design bots on, and is willing to read through the documentation to learn more. He enjoys seeing new ideas from the marketplace that may inspire him for his own side projects in the future. He wants to connect to his fellow peers by sending them a rating on their bot, and seeing how it functions similar to his.

Persona 5: 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.