



# Sasha Quinn

**Age:** 24

**Gender:** Female

**Occupation:** Software Engineer

**Archetype:** International Student

**Location:** Toronto, Ontario

“ I would like to experience all the possibilities in the big world out there. ”



## PERSONA BIO

Sasha is an International student with a background as an IT Analyst. She lives in Toronto, Ontario.

She is currently pursuing the T405 – Information System Business Analysis program from George Brown College.

She finds the GBC Admission process to be simple. However, she thinks that a few sections could be made clearer in terms of document upload and application status updates.



### Goals

- To have complete transparency on application status and review
- To have better clarity on each stage of the application section
- To reduce email communication with the admissions department



### Frustrations

- No updates and notifications on application status
- More email communications required with the admission department for application status
- Concerned about the long application waiting period



### Needs

- To be notified on application status and review
- To have more information on each stage of the application section and have a less waiting period
- To receive a quicker reply from the admissions department, within 24 hours



### Motivations

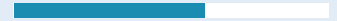
- Excellent course curriculum and coop opportunities
- Simple Online Application portal for International Student Admissions

## Tech Knowledge

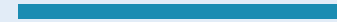
Internet



Writing specs



Software Suite basics



Online Research ability



User Interface Understanding



## Other Applied Colleges

