

Harry Gunther (the undergrad with minimal connections and average performance)



Harry is a 21 year-old student in his last year of his undergrad at Yale looking to get into law school. He enjoys playing video games and watching movies/tv shows in his free time outside of academic responsibilities. He is very good with technology and understands the how many applications and games work. He has been thinking about joining law-related activities at Yale but has never had the motivation to pursue them. He studies the bare bone material that he learns in his courses and doesn't go above and beyond to learn more concepts that will make him stand out from all his fellow students.

Harry typically gets average grades. He doesn't think much of his assignments, and completes them on time with minimal effort. Harry is only concerned about getting a decent mark and doesn't focus on extracurriculars relating to his academic interests. He has come to his senses and realized that he needs to build his resume to compete with the tough competition when applying to law school. He needs a way to quickly add to his resume in spite of his lack of extracurricular activities and lackluster grades. He would like to show his knowledge of many different branches so that law school recruiters and admissions staff can see it.

Harry lives a 50 minute bus ride from campus and typically only spends time on campus for lectures and goes home as soon as he is done. Because of this, he only occasionally interacts with his colleagues in his lectures. He still has a few friends from high school which he occasionally hangs out with, but they all go to different universities and colleges. This leaves him with very few connections required to his program of study and desired career path.

Michael Rossman (the top performing new grad with a foot in the industry)



Michael is a 24 year-old recent grad from Harvard law school. He was a top performer in his class and was always on top of the material in his courses. He enjoys watching Suits and reading novels. His favorite novels are those by Robert Rotenberg as he enjoys the fact that the stories are set in Toronto, the city where Michael is from. Michael wishes to pursue family law, preferably in New York.

Michael has been on the dean's list and honor roll every year during his time at Harvard and has won numerous excellence awards. He always focused on getting the best marks and being the most well-known in his classes. Michael would often go above and beyond to learn more material associated with his program of study to add onto his current knowledge gained from the courses he took. Now that he has graduated, Michael wishes to showcase his knowledge in such a way that possible employers can see and assess his ability when he applies to jobs. He would like to show his knowledge of any specific aspect employers are looking for. Michael hopes to find a way to do this online since he has done many practice bar exams online but was never able to showcase his results and scores to the public.

Michael lived on campus residence and was very involved in the Harvard community. He participated in mock trials and the debate club while studying law. Although he made a large number of friends who were also studying law, he does not have many friends in New York. He has minimal connections with lawyers in Cambridge and Boston, but would like to establish some connections in New York where he aims to start his career. Michael's resume has valuable content, but he would like to add more and to put himself out in the world of law for employers to see.

Jessica Peterson (the employer)



Jessica is a 45 year old highly successful lawyer who works in one of the top law firms in New York City. Her law firm has large corporate clients that demand the absolute best of the best attorneys to advise and oversee their decisions. Jessica regularly works 80 hours a week and is completely dedicated to her law firm. Due to a new corporate client, Jessica is looking to hire a new first year lawyer to help draft documents, read through cases, and assist more senior lawyers in her firm.

One problem that Jessica has faced recently when hiring new lawyers is the large amount of applications that come in whenever her firm makes a posting. She knows that law is a highly competitive field with top applicants being differentiated by only the smallest of factors, but she still was not expecting the incredibly large volume of applications for each of her postings. Jessica needs a quantitative way to screen her candidates in order to minimize the time wasted in reading resumes from applicants that she wouldn't hire. Jessica is not very comfortable with technology — she needs a screening method that is quick, easy but effective and doesn't require much technical knowledge.

Ideally, Jessica wouldn't even need to create a job posting. She wishes for a way in which she would be able to search for and contact highly accomplished law students easily. She wants to be able to filter by specialization, performance/accomplishments, and location of law students in order to find specifically students that would excel at her firm.