

Alex Thompson

Overview

Alex Thompson is a 20-year-old university student pursuing a Bachelor's degree in Computer Science. He is a tech-savvy, highly motivated student who balances a heavy academic load with part-time work and social commitments. With a strong preference for organization and efficiency, Alex is currently frustrated with his university's outdated and cumbersome timetable software. He is actively seeking a better tool to streamline his course selection process and optimize his schedule.

Demographics

- **Age:** 20
- **Education Level:** 2nd-year undergraduate student
- **Field of Study:** Computer Science
- **Location:** Urban university campus
- **Income:** Limited; part-time job provides modest funds for personal expenses
- **Tech Proficiency:** High (proficient in coding, app usage, and general troubleshooting)

Goals and Motivations

- **Primary Goal:** Build an efficient timetable with minimal gaps between classes and enough flexibility for part-time work and personal projects.
- **Secondary Goals:**
 - Avoid overly early morning or late evening classes.
 - Ensure time for meals and breaks.
 - Find tools that simplify comparing course schedules.

Motivated by his desire to optimize his time, Alex wants a tool that saves him from the headaches of the university's unintuitive software.





Dr. Eleanor Carter

Overview

Dr. Eleanor Carter is a 48-year-old tenured professor of English Literature at a mid-sized university. Dedicated to her students and her research, Dr. Carter is struggling with the inefficiencies of her university's timetable software. She is looking for an easy, user-friendly way to collaborate with her colleagues to schedule her lectures in optimal time slots without conflicting with their courses, meetings, or shared departmental commitments.

Demographics

- **Age:** 48
- **Education Level:** PhD in English Literature
- **Position:** Tenured Professor
- **Location:** University campus in a suburban area
- **Income:** Mid-level, stable
- **Tech Proficiency:** Low to Moderate (comfortable with email, word processors, and basic software but avoids anything overly complicated or technical)

Goals and Motivations

- **Primary Goal:** Schedule her courses at optimal times that avoid conflicts with her colleagues' schedules and departmental meetings.
- **Secondary Goals:**
 - Minimize schedule disruptions for her students.
 - Keep afternoons free for research and office hours.
 - Coordinate lecture times with graduate teaching assistants.

Dr. Carter values collaboration and wants a scheduling tool that makes it easy to work with peers and maintain harmony in the department's teaching load distribution

Jordan Ellis

Overview

Jordan Ellis is a 32-year-old university event planner responsible for organizing campus events that engage the student body. From career fairs to cultural festivals, Jordan's job revolves around creating events that attract the largest audience possible. However, finding the ideal time slot for events is a constant challenge, as students' schedules are varied and the current tools available for planning are insufficient. Jordan is searching for a solution that can help analyze student availability and determine the best time to host events without relying on guesswork or cumbersome manual methods.

Demographics

- **Age:** 32
- **Position:** University Event Planner
- **Location:** University campus in a large metropolitan area
- **Income:** Mid-level
- **Tech Proficiency:** Moderate to high (regularly uses scheduling, design, and event management tools but prefers tools with intuitive interfaces)

Goals and Motivations

- **Primary Goal:** Identify the optimal time slot for events that maximizes student attendance.
- **Secondary Goals:**
 - Ensure the selected time doesn't conflict with major classes, exams, or other campus events.
 - Make the event schedule appealing and accessible to a diverse student body, including commuters and part-time students.
 - Avoid scheduling events during low-traffic periods like early mornings or late evenings.

Jordan is deeply motivated by the desire to create successful, well-attended events that positively impact the campus community.

