

Persona #1 - Olivia Anderson (UTSC Student)



Olivia is an 18-year-old student at UTSC. She is a first year student enrolled in the school's economics program. She currently lives with her older brother and her dog named Cooper which she takes out for a walk everyday. Other than playing with her dog, Olivia likes to watch movies, play with friends, and read books, especially books from Paul Kalanithi who is her favorite author. She often does volunteer and charity work over her weekends and on her summer break. Her passion for pursuing Economics comes from wanting to help and improve the living standards of third-world countries. Olivia has never been a big user of social media because she has always been wary of big corporations using her information, but at the same time she understands the value that social media can help you easily connect with others. As a first-year student, Olivia has become very anxious with all the clubs and classes UTSC has to offer and she has no clue where to start and who to talk to. Olivia hopes to easily find people at UTSC that share the same interests and courses as her, along with being able to browse all the clubs into a condensed area.

Persona #2 - Lucas Harris (UTSC Professor)



Lucas is a 40-year-old Computer Science teacher at UTSC. He worked as a Software Developer for RBC for 5 years before becoming a professor at UTSC, where he taught for 10 years. UTSC is a very special place for Lucas because it is where he earned his Masters and he wants to help the University in developing the next generation of programmers. Currently, Lucas lives with his wife Susan, and his two kids, John and Kelvin. During his free time, Lucas likes to play soccer and go fishing or hiking with his two sons. Every morning, Lucas heads to his favorite sandwich shop in Toronto, Kingsway Meat where he usually orders the Porchetta House Special before heading to work at UTSC. Lucas has been a professor at the University for 10 years and while he does enjoy Piazza and its functionality which allows students to generate discussions and ask questions anonymously, he isn't happy about Piazza from a privacy perspective. Lucas also wishes that Piazza had a feature that allows students to start group chat among each other just like Facebook, as he knows this would be a great tool for students to form study/homework groups within the course.

Persona #3 - Ava-Rose Salter (Department Representative)



Ava-Rose is a 31-year-old department head for the Arts and Science Co-op at UTSC. Before working at UTSC, Ava-Rose worked as an HR manager at Amazon for 6 years. Ava-Rose currently lives by herself in an apartment in downtown Toronto. During her free time, Ava-Rose likes to browse her social media, watch shows on Netflix (her favorite show is Stranger Things), or go shopping with her friends. Every morning, Ava-Rose skips breakfast and goes for a 20-minute jog to park and goes back to her apartment for a shower. She then heads to the UTSC campus for work, usually getting a cup of coffee at the local Starbucks when she arrives. Normally, Ava-Rose will spend her time on campus with appointments for students looking for help with their job seeking process and other times, she will be setting up events for company meet-and-greet and scholarship deals. Whenever an event has been planned, Ava-Rose posts the details about the event on Quercus and Email hoping that there will be a big turnout with many students attending. However Ava-Rose has found these methods of trying to reach students have not been too effective and thinks that using Quercus and Email is not a good platform to try and get students attention because many students just skip over the message without knowing how good of an opportunity these events could be. Ava-Rose hopes for a platform where all the UTSC student's feed is condensed in one place and where Ava-Rose can post details about upcoming events that students can easily find when scrolling through their feed.