Beth - an 18-year old incoming first-year student studying at the University of Toronto for Computer Science Co-op. She is an international student who recently moved from US, and being new to the school, she is looking to meet new people and establish new friendships. She is an extroverted student, and tends to attend hackathons across the country, and this is generally done on a biweekly basis. Also, she is trying to break into the software development industry. In order to do this she wants to secure potential internship opportunities by connecting with recruiters across various networking events at school which include Hack the Valley, as well as international conferences such as the Grace Hopper Conference. She has all her social media and a well created resume, but not a platform or a website to showcase her information. At any networking opportunity, she is having trouble with sharing her information in an efficient manner. She would like a platform that is simple enough to showcase her personal information and interests, as well as a professional page that will showcase her experiences, education, and projects for recruiters and fellow classmates to look at. Ideally a platform that can be done a lot of efficiently rather than sharing usernames, URLs, and IDs which take up alot of time during networking.

Milo - a technical university recruiter working at Meta who has recently graduated from University of Chicago, and is 23-years old. He is an extrovert, he loves socializing and getting to know everyone. Meta as a company hires year-round, particularly for various internship roles and new grad opportunities. For this, he is often attending many universities to network, and recruit students who he believes will be a great fit at Meta. He also attends various networking conferences looking for students seeking potential internship opportunities with Meta. Additionally, he also attends many hackathons that Meta sponsors, and with this in mind, he is at times networking to almost 500-1000 students during one weekend. He generally does not like to provide his personal information, and it is quite difficult to view everyone's resume, personal information and work experience in a short span of time. He is looking for well-rounded students with something to share and is often impressed by impressive technological products, and would like to get a snapshot of the person he is trying to meet in an efficient manner, ideally using his phone.