

Personas

Carl



AGE	18
EDUCATION	Undergraduate Arts
STATUS	Single
OCCUPATION	Student
LOCATION	Scarborough
TECH LITERATE	Medium

“ I've used the Internet a lot but I'm not like addicted to my phone. For example, I have 0 idea how to delete my old Google account.

Personality

Extrovert Impulsive
Spender Kind of tech-savvy

Bio

He has just moved to Scarborough and is attending classes at UTSC. He has yet to get through his first year of university, and is looking to make new friends. He goes to clubs when he has free time.

Core needs

- Wants to meet new people, to have friends throughout university
- Needs any kind of way to interact with new people
- Humoring the idea of holding his own party and opening it up to people

Frustrations

- While UTSC does hold some first year events, does not feel like it is enough
- Difficult to advertise a party in UTSC
- Feels as though the environment of UTSC does not allow for close bonding with new people

Platform



Website



Mobile App

Sherry



AGE 18
MAJOR Medical
STATUS Single
OCCUPATION First-year Student
LOCATION Canada
TECH LITERATE High

“ I am familiar with using internet for online shopping and watching videos. .

Personality

Extrovert Music lover
Active Tech-savy

Bio

She is a new university student who loves playing Lute. She wants to start up a Lute club and get to know more people who love this instrument as much as her. She would love to hold an event to promote the new club and the instrument.

Core needs

- Need to find people with similar interest in instrument like her
- Get to connect with people who attend the event
- Need to let more people know about the event

Frustrations

- Hard to connect with other students as non-music students
- Hard to connect to attendants of the events without manually asking for contacts
- Putting up posters around campus is not effective in promoting the event

Platform



Website



Mobile App



James Anderson is a 57 year old computer science professor at the University of Toronto. He lives with his wife in Mississauga and loves commuting to work everyday. He is also a passionate photographer, capturing the beauty of nature and cityscapes through his lens. James is an enthusiastic reader of science fiction novels, finding inspiration about modern use of technology to create masterful works of art. Despite his busy schedule, he cherishes quality time with his loved ones, often indulging in family game nights, playing piano and cooking meals together.

Dr. James Anderson is known for contributions to the field of Artificial Intelligence and Machine Learning. He has over 31 years of experience in the field of computer science academia as well as research and has published extensively on large language models (LLMs). His primary aim is

to make sure that AI is developed and used ethically in the modern age. He takes pride in the success of his students and is also a proud grandfather of two. On weekends he likes to go hiking with his friends or host a family outing with his wife and extended family.

Since his career demands it, James has always been up to date with the latest technology available in the market and likes to test out new things from time to time. He has realized that students find it hard to connect with each other once they enter university and encourages his students to network with their classmates.