Person 1: Monica

Monica is a 2nd year computer science major at the University of Toronto Scarborough Campus and is 19 years old. She is deeply involved and passionate about her studies, often finding just the university curriculum not enough to gauge and expand her knowledge in the application development foundations of computer science. As a result, she participates in coding competitions and hackathons often. She engages in social media moderately but finds it overwhelming with a lot of unrelated content to her interests.

Her goals are to connect with like minded peers to expand her understanding of more advanced application development concepts. In addition to join computer-science related projects to enhance her resume and her coding skills. Another goal of hers is to create, build, and manage a profile that demonstrates her technical projects and her hackathon awards.

She needs a reliable platform to create and participate in different projects to enhance her skills in advanced and challenging programming concepts.

She has been getting overwhelmed by the amount of unfiltered and non-customized information available and seeks more personalized content by joining specific groups.

Person 2: Marcus

Marcus is a final year student who is majoring in business administration at the University of Toronto Scarborough. Marcus has an interest in entrepreneurship and business strategy disciplines. Marcus is also an active member of his university's business club and values networking very highly.

His goal is to build a professional network within his hobbies. He also aims to showcase his leadership skills and the extracurricular activities he was involved in by showcasing his projects. He also aims to develop a very specific experience which is analyzing real life market trends within new business innovation and is looking for projects related to business innovation.

He need the collaborative and managing features to promote the collaborative projects, which are particularly involving business simulation and case study concepts.He also needs the opportunity to connect with students from various backgrounds such as engineering and computer science to broaden his perspectives and collaborate on the development of business simulation and market trend tools.

He faces challenges in finding the right firring and relevant academic groups that offer both a theoretical development opportunity and also an opportunity to engage in active real world projects.

Person 3: Katie

Katie is a senior level graphics developer and is a student of the CS program at the University of Toronto. She often takes on project management and lead roles that require collaboration across other disciplinary fields needed for her projects such as with digital marketing consultants or experts and other multimedia fields. Katie often uses job boards at specific job fairs to recruit talent for her projects but feels like the cope of talent is limited and does not get noticed by the greater masses.

Her goals are to find peers with specific skills in people involving marketing, coding, graphics to help her multifunctional projects she is envisioning. She also has the goal of using a platform that will help organize and portray the project goals, the progress, and various needs of the project.

Her needs include finding a tool that will help broadcast her project needs to attract student talent based on the right skills being looked for and interests. In addition, she needs project management features that support scheduling, assigning work, and overall progress tracking on the projects.

She faces challenges in reaching out and recruiting the right students from different disciplines due to the lack of general access and visibility of others due to the job fair constraint. She also faces challenges in the current collaboration tools which are not having the features she needs for her creative graphic projects.