Personas Version 1

Participating Organizations (Support Agency Employees)

Robert Smith
- Male, 44 years old
- Divorced, currently single
- Speaks English only
- Has a bachelor's degree in humanities from the University of Toronto
- Works at Newcomer Employment & Information Services as a receptionist
- Is responsible for filling in the respective excel template for the services that the clients seek
- The organization offers employment related services, community connection services, and information & orientation services
- Proficient in Excel and Word from daily use
- Uses desktop computer for all of his work, and carries a smartphone to check work emails on the go
- Enjoys learning new shortcuts for applications and finding new software that can increase his work efficiency
- Wants a system that stores all the clients Excel files for future analysis

Amy Doe
- Female, 53 years old
- Married with one child
- Fluently speaks English and Italian
- Has an associate's degree in administrative assisting
- Administrator at Newcomer Employment & Language Training Services
- The organization she works for offers employment-related services and language training services
- Janet's work duties include answering the phone, replying to emails, and managing files such as submitting the iCare templates
- She only uses the computer when she is at work to browse the internet, email, and use Microsoft Word and Excel
- Carries an iPhone 6 which she only uses for phone calls and text messaging
- Only has basic computer skills
- Uses Microsoft Word and Excel at work to do basic tasks such as adding text to documents and changing font size, but she is unable to do anything more advanced
- Needs a system that is simple to use and has clear instructions

TEQ LIP Staff

Mr. Charlie Mike
- White male, 18 years old
- First year student at Ryerson studying Finance
- Only speaks English
- Works at TEQ LIP as a volunteer
- Job responsibilities include generating reports from collected data, data entry, and making coffee
- Owns an iPhone XS which he uses to check emails, social media, and play games
- Uses a Macbook everyday for schoolwork and for his work at TEQ LIP
- Very comfortable with technology and extremely willing to learn new software
- Wants a system that collects data from agencies and generates reports based off the collected data

Mr. Josh Brown
- 40 years old white male, married with one child
- Works at TEQ LIP as a manager
- Speaks English fluently, knows some French
- Intense personality, methodical, precise. Likes being organized
- Has a statistics background and knows a bit of programming
- Has good computer skills, proficient at using Excel spreadsheets and Powerpoint. Carries an iPhone 7
- Supervises analysts to ensure deadlines are met
- Analyses template data from agencies and organises the data into cleaner formats
- Responsible for managing data fields, fixing duplicate and conflicting data entries
- Would like a system that allows different levels of access between agencies, internal staff, and project staff
- Willing to learn new technologies if it makes his life easier

UTSC Project Staff

Bryan Cheng

- Male, 40 years old

- Speaks English and Mandarin
- Earned his Master degree in Computer Science at UC Berkeley
- Computer Science professor at UTSC, responsible for teaching CS fundamentals to first/second year students
- Also serves as a project staff of the TEQ LIP project. Responsible for project related analysis, maintenance and adaptations
- Would like a system that is easily maintainable and stable; need access to all collected data for project-related analysis
- Excellent programming skill, very positive attitude towards new technologies
- Excellent computer skills, uses MS Office, Git and Shell every day at work. Carries an iPhone Xs Max