

Persona



Name: Jamie

Age: 26

Location: Ontario

Industry: Entertainment

University graduate living in Oshawa,
ON

Profile: Jamie graduated with a Masters degree in Movie Making from Toronto University. She moved from downtown Toronto to Oshawa after completing her degree with her friends. Jamie is managing her living expenses with a part-time. She has a student debt that kicks off in 6 more months and she is actively looking for full-time employment to cover it.

Needs: Jamie needs a decent paying job and student debt relief plan. Without financial freedom she is overwhelmed. She feels that AI is taking away the jobs of fresh graduates and junior positions.

Persona



Name: Christina

Age: 25

Location: Ontario

Industry: Finance

University graduate living in Oshawa,
ON

Profile: Christina graduated with a Masters degree in Finance and Accounting from Ontario University. Christina has learned AI to upskill her resume but still was not able to land full time job.

Needs: Christina needs a job as her salary is not covering both her living expenses as well as the health plan for her mother.

Persona



Name: Catherine

Age: 28

Location: Ontario

Industry: Healthcare

Masters graduate who secured a job in Toronto Hospital.

Profile: Catherine pursued her bachelors in Health Sciences from a university in Oshawa. She took advantage of AI and strengthened her profile by learning AI tools and agents, which helped her stand-out.

Needs: Even though she is working, she's struggling to get a promotion because automated machines now handle patient scans and tests, leaving her fewer opportunities to apply her AI expertise.