

# Personas

---

## **John Buck**

John is 20 years old and is a Computer Science **student** at a Canadian institution. John lives in the suburbs with his 3 other siblings all of whom are dependent on his parents. Every Monday, Wednesday and Saturday after class, he goes to work at his part-time job at Burger Queen in order to pay for his education. In his free time, John likes to exercise and goes on runs regularly, but does not have a gym membership. Every morning, John makes toast with jam and scrambled eggs before riding the bus to class. John is punctual and knows that the bus takes more time during rush hour so he often wakes up earlier to make sure that he gets to class on time. He has plans of moving to the city after university to pursue a job in the tech sector but has trouble building his resume as many of the opportunities that are available to him do not coincide with his hectic work and school schedule. John enjoys exploring new areas of technology and has booted his laptop up in Ubuntu to learn more about operating systems and compiler optimization, and is looking for a project to apply his skills to. With U-Impactify, John wants to access resources that allow him to learn more and connect with opportunities while learning at his own pace when he has time to do so.

## **Tien Levi**

35 year old Tien is a **consultant** in the social sector specializing in math. He lives in Markham with his wife and 2 kids and has a dog named Euclid. Tien has a Master's in mathematics from McGill and has extensive knowledge in calculus and linear algebra. During his degree he TA'd many courses and gained lots of experience as an educator and is now a professor at UTSC teaching multivariable variable calculus. In addition, he uses the accessibility of modern technology to his advantage and has a youtube channel where he posts educational videos that covers difficult topics such as differential equations. As an educator with a passion for math, Tien is inspired to help as many students as he can in their education and wants to create more extensive videos and spread them to a larger audience in an affordable manner. With U-Impactify, Tien can easily create his lessons and assessments for the courses he wants, while U-Impactify provides him with the platform, audience and incentive to do so.

**Mary Janet**

Mary is a 28 year old recruiter living in Downtown Canada with her cat Jeremy. Mary graduated from UTSC with a degree in Computer Science and has been working at Downtown Canada Koders ever since. During her degree, Mary volunteered as a coordinator for a hackathon and has experience in assisting teams recruit members and helping teams with their projects as well as building the front-end of the hackathon website. On the weekends, Mary enjoys volunteering at homeless shelters and is passionate about giving back to her community. Downtown Canada Koders is a non-profit **organization** providing coding classes to inner-city kids who are interested but do not have the resources and find online courses to be inaccessible or difficult on their own. Due to low staff and limited funding, she is fulfilling both roles as recruiter for the company and tutor to the kids. Downtown Canada Koders require teachers who have experience in both teaching younger children as well as a Computer Science background. She has put up countless job postings on all recruiting sites like LinkedIn, ZipRecruiter and Indeed, and even attends job fairs at colleges and universities to get volunteers to help out. Her company is not able to hire many people and requires most employees to be multi-talented. Mary aims to leverage U-Impactify to get certified individuals from an established platform to train employees at a lower cost as well as connect with individuals looking to volunteer. Mary is very comfortable with using technology and computers and is able to teach higher level courses at Downtown Canada Koders.