Name: Colin Jordan

Status and Trust levels: Trusted, Instructor level credential

Role: Computer Science Professor

Demographic: 30-year-old, Male, Professor

Knowledge, skills and abilities: Jordan has been teaching computer science in University of Toronto for the past 9 years. He keeps up with all the latest technology and actively uses software like google, Gmail and reddit. Furthermore, he is not afraid to experiment with new technologies, if it were to help his students to learn better.

Goals, motive and concern:
- Uploads large number of documents in various format into the search engine to be indexed.
- Create and reply to discussion threads, which are indexed and can be queried.
- Query student posts by course code and student id.

Usage pattern: Jordan wants his students to be able to easily find all the necessary course material. Therefore, he uploads all his lectures, papers and course notes into the search engine to be indexed. Furthermore, Jordan values his students output, as a result, he regularly creates discussion posts for his students to express their opinions and give him feedback. Jordan also actively queries student posts by course code, to answer questions related to courses he teaches.

Name: Hana Song

Status and Trust levels: Trusted, Student level credential

Role: University Student

Demographic: 19-year-old, Female, University Student

Knowledge, skills and abilities: Hana is second year student in University of Toronto. Hana is a novice programmer but knows how to use basic applications like google, Facebook and twitter.

Goals, motive and concern:
- To use the search engine to query and find relevant course materials, notes and past exams.
- To ask and answer question in the discussion board
- To query the discussion board to find specific posts, questions and threads
- To use the marketplace to buy and sell old textbook.

Usage pattern: Hana extensively uses the search engine to find relevant course materials, notes and past exams, to get good grades in her courses. Hana regularly uses the discussion board to both ask and answer questions. Hana actively uses the search engine to query the discussion board to find specific question and posts that are important for evaluations. Lastly, Hana uses the marketplace to buy used books and sell her old textbook.

Name: Harold Liam

Status and Trust levels: Untrusted, Instructor level credential

Role: English Professor

Demographic: 62-year-old, Male, Professor

Knowledge, skills and abilities: Liam has been a teaching English in university of Toronto for the past 18 years. Although he is an experienced professor, he is not familiar with latest technologies and applications.

Goals, motive and concern:
- Learn to query the index and get results using the search engine
- Learn to create and respond to discussion threads
- Learn to query the responses in a thread by name, date and keywords.

Usage pattern: Liam does not understand how the search engine works, as a result, he is learning how query the index and create posts in the discussion board. Liam is easily discouraged and prefers to not ask other people for help. Liam creates large discussion threads, where his students posts their solution to problems sets. These posts are evaluated for marks. Liam uses the search engine to query responses by name, date and keywords to evaluate students.