

# USER PERSONAS



**Universe**





## EMILY CHEN

- 18 years old
- Freshman
- Currently undecided major

### DESCRIPTION

Emily moved from a small town to attend university, excited but a bit overwhelmed by the large campus and unfamiliar environment. Her day usually starts with early morning classes, followed by afternoons exploring the campus library or studying in quiet cafes. In her free time, she likes photography and hopes to join a campus club, but she's still unsure where to start.

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### NEEDS

Emily wants to make friends who can help her feel at home, specifically other freshmen who share her love for photography, nature, and perhaps some new activities she's eager to try. She finds it intimidating to approach people in person and doesn't feel traditional social media is the right fit for building deep connections. Coming from a tight-knit high school, she misses the feeling of close friendships and believes that connecting with other students early on will help her feel less isolated.

### MOTIVATION

Emily uses UniVerse to discover people who are also new to campus, perhaps joining interest-based groups around photography or hiking. She's excited about the platform's potential to help her join events where she knows she'll meet people with shared interests, making it easier to start conversations and build lasting friendships.



**ALEX  
MARTINEZ**

- 25 years old
- Graduate student in Computer Science, also a Teaching Assistant

## DESCRIPTION

Alex lives off-campus, balancing coursework, research, and teaching responsibilities, leaving little time for socialising. His routine involves early mornings preparing for his TA sessions, afternoon lab work, and late evenings reviewing his research or studying. He finds that his social circle is limited to his department and misses the casual yet intellectually stimulating conversations from his undergrad years.

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## NEEDS

Alex is looking to expand his network by meeting people both inside and outside his field. He's especially interested in meeting students who enjoy coding, data science, and perhaps gaming or outdoor activities, as he finds these interests are not often shared within his academic circle.

The highly focused nature of grad school can make him feel siloed. While professional networking platforms exist, they don't provide the kind of relaxed, social space he's hoping for on campus.

He sees UniVerse as a way to foster a better balance between his academic and social life, especially with people who understand the demands of graduate studies. He values intellectual exchange but also wants connections that can evolve into real friendships.

## MOTIVATION

Alex uses UniVerse to search for people who have complementary skills or interests, like programming or casual gaming. He joins study groups organised around computer science and occasionally reaches out to organise weekend activities. For him, the platform offers a bridge between socialising and building a meaningful professional network.



## PRIYA PATEL

- 20 years old
- Junior in Psychology
- Actively involved in campus clubs and organisations.

### DESCRIPTION

Priya is the kind of student who is always “in the know” about campus events, often hosting or attending gatherings organised by student government or volunteer clubs. Her days are packed with classes, meetings, and volunteering commitments, but she still makes time to study in social spaces like the campus union, where she can connect with others.

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### NEEDS

While she has an active social life, Priya is interested in branching out from her existing circle. She wants to meet people with niche interests, especially those she might not encounter through her regular extracurriculars, like students involved in the arts or activism.

Priya sometimes feels constrained by her current friend group, which can feel repetitive. She’s also wary of mainstream social media, which she feels doesn’t foster the same depth of connection she seeks.

Priya values diverse perspectives and wants connections that feel authentic and personal. She hopes UniVerse will help her find others with similar values, especially those involved in activism, psychology, or event planning.

### MOTIVATION

Priya uses UniVerse to discover students with interests outside of her own, like art or environmental activism. She occasionally creates interest-based events on the platform, such as study sessions or workshops, where she can meet people she might not otherwise encounter, adding variety to her social circle.