

**Recruiter (James)**

James, a recruiter, is having trouble finding qualified candidates for his company, Moogle. He finds that LinkedIn, despite his usage of its premium recruiter platform (which allows for basic keyword searches on skills, etc), which, while it allows him to find many candidates, does not provide a way to determine whether or not the person would be a good fit (company culture, no data-driven tools, etc). As a result, he spends hours a day on LinkedIn, with minimal results. Other platforms are not much better (e.g. GlassDoor, etc).

Although he is rather patient, he finds it difficult to understand the speedbumps he experiences with existing platforms. The company he works for, Moogle, does its best to provide for their recruiters to ensure candidates are as good as possible with the resources that they have, but as a SMB, James needs to justify the cost of his subscriptions and provide cost/value reports on his software purchases.

In personal life, he lives an average, middle-class life with no financial constraints, and has a degree in psychology from the University of Annaeus Seneca. He comes from a lower-middle class background.

**Applicant/job-seeker (Francis)**

Francis is a 24 year old recent Computer Science grad who is looking to get her first career job. The only job experience she has had was creating a website for a family friend. Each day she spends at least 4 hours searching through jobs she qualifies for on job search websites like LinkedIn, Indeed, Glassdoor etc. Some days she can find multiple jobs which she qualifies for while other days there is a struggle. She would love for an easier way of searching and applying for jobs. At the moment, it usually takes around 30 minutes to find a job, and then another 30 minutes to apply and fill out all the form requirements.

**Professional career planners/experts/etc (Alex)**

Alex is a professional career expert with many years of experience in this field. Due to the size of the field of career services, Alex sees a large number of career services professionals who offer bad advice, in terms of resume content, interview preparation, etc. They want to be able to host career workshops to provide important information such as resume advice to the masses, but they are unable to garner a large following on any existing social media applications. More specifically, they would like to host video workshops to share advice and interact with job seekers to provide tailored answers in real time.