



## Alessandro Esteves

Age: 20

Gender: Male

Marital Status: Single

Occupation: Student at the University of Toronto

### Bio:

Alessandro Esteves is a busy student at the University of Toronto pursuing a Computer Science degree. He is currently taking on a course load of 5 courses in his current semester. Alessandro also enjoys playing sports, notably Soccer, and partakes in all intramural opportunities he can get at school. In addition, he is a very social person who likes to spend time with friends and family throughout the week.

### Goals:

- Graduate with above a 3.5 gpa in order to make the Dean's list
- Attain enough skills to secure a job after University
- Be able to comfortably pursue more hobbies without falling behind in school

### Frustrations:

- Often feeling too much pressure with the University workload
- Must sacrifice hobbies in order to keep up with school
- Forgetful of some assignments because of the overwhelming number of them
- Not in possession of the right tools to properly organize schoolwork



## Maria Chu

Age: 15

Gender: Female

Marital Status: Single

Occupation: High School Student

### Bio:

Maria Chu is a new student at St. Edmund Campion Secondary School in grade 9. She likes music and often practices playing the piano in her spare time. Maria is an introvert and often gets anxious when dealing with confrontation. She hopes to one day become a famous pianist like her idol Beethoven.

### Goals:

- Join the high school band and become a pianist
- Attain the right skills to apply to successful Music universities
- Be the top ranked student at her High School to make her parents proud
- Socialize and make new friends

### Frustrations:

- No one to get help from at school due to her not knowing anyone yet
- Unaware of how to apply to school clubs
- Not used to a high school workload coming from middle school
- Unfamiliar with a High School schedule (Exams, Midterms, etc.)
- Does not know how to plan and organize schoolwork in advance



## Brian White

Age: 40

Gender: Male

Marital Status: Married

Occupation: Receptionist at Amazon

### Bio:

Brian White is a receptionist at Amazon where he has worked for 20 years. Brian is the proud father of 2 girls and has been married for 14 years. He carries a welcoming aura and is very kind to everyone he meets. In order to provide for his family, Brian is now pursuing business knowledge by taking online courses at websites like Udemy and Udacity.

### Goals:

- Attain business knowledge in order to start his own franchise
- Become a successful father who can comfortably provide for his kids
- Go back to school in order to acquire more up to date skills that are valuable in the modern market

### Frustrations:

- Often unorganized in his online courses due to taking care of his family
- Must sacrifice time with his kids in order to catch up on school
- Unfamiliar with online technologies and how education has changed since he was young
- Can't find the right tools to keep him on track with his education
- Finding it very difficult to handle a job and school at once