Ms. Alice White

- 35-year-old, female, College education, an office staff.

- Works for an agency that provides various services to refugees and other newcomers. Has worked in her current position for several months.

- Responsible for entering the newcomers' information into the iCare templates, fixing errors in the templates, uploading the templates to the iCare system.

- Mainly works with several different kinds of iCare templates, each of which is an Excel file. Many of the templates that she works on have different formats.

- Keeping track of templates takes the majority of her time and she doesn't have the time to read a manual or a lot of documentation. Prefers something intuitive that can be easily explained by someone else.

- Likely to make mistakes when entering information and uploading files due to the large amount of information that is required for her to process.

- Works in an office with a Windows desktop and stable Internet access.

- Basic computer skills: knows how to enter data into Excel files but not familiar with Excel functions and other advanced features; needs some help from others when trying to use complex systems.

- Hates the repeated error correction process at the end of each month, which takes up a week of her time to fix the errors. Would like to have a system that can help her correct some errors automatically.

Mr. Bob Black

- 45-year-old, male, University education, a project staff.

- Works for The Toronto East Quadrant Local Immigration Partnership ('TEQ'), an agency of Immigration, Refugees and Citizenship Canada, which coordinates and supports the activities of the agencies for refugees and other newcomers.

- Responsible for providing system access to agency staff, generating various reports based on data collected and measuring the success of support programs in different agencies.

- Doesn't want the process to grant or adjust system access to users to be time-consuming.

- Works in an office with a Windows desktop and stable Internet access.

- Good computer skills: knows how to navigate through an application/website without help; has experience with various report generating tools, has some computer science knowledge and knows how to effectively query data from database.

- Would like to have a system which can help gather and clean service data from different agencies and generate different kinds of reports based on queries and collected data.

- Hates having to manually re-type queries to generate reports. Wants to be able to save previously run queries to significantly help reduce his workload.

- Producing and analysing the result of various kinds of reports takes most of his work time.

Mr. Charlie Brown

- 28-year-old, male, University education, a Computer Engineer.

- Works for University of Toronto Scarborough (UTSC), which designs and creates the platform for TEQ and agencies.

- Worked for other companies as a Computer Engineer before. Has relevant work experience in the field.

- Proficient computer knowledge: computer science degree, knows various programming languages, has solid product infrastructure knowledge.

- Mainly works on a laptop. Has an office at UTSC but may also need to work on transport or from home.

- Responsible for providing platform maintenance and adaptations support to the platform infrastructure.

- As part of his job, he has access to all collected data for project-related analysis and maintenance purposes.