

Personas

Suzie Bingham



Suzie is a nineteen year old Computer Science major at the University of Toronto. She grew up in a small town in Brampton and has dreams of working in Silicon Valley as a software developer. Suzie is passionate about building software and making an impact through the use of technology. She actively participates in hackathons and is a strong member of the university's robotics club. Additionally, Suzie is a diligent student. She has done well in her university's Computer Science courses. Her friends usually describe her as someone who is driven, passionate and goal oriented.

Suzie is serious about her dream of working in Silicon Valley as a software developer and has been actively applying for an internship. After hundreds of applications, she was given an interview at Microsoft. During her interview, she struggled with many technical interview questions. The problems she learned to solve at her university's data structures class were very different from the ones she encountered in the interview. Her interviewer had no choice but to reject her due to her poor performance in the technical interview. Suzie realizes that she needs to practice problems at [Leetcode.com](https://leetcode.com) directly, as they are similar to the problems given in technical interviews.

In recognition of her weaknesses, she signs up for [Leetcode.com](https://leetcode.com) but is quickly overwhelmed by the sheer number of practice problems on the website. Despite taking a class on data structures and algorithms, she has no idea where to start. Suzie wishes that there was a system that allowed her to assess her strengths and weaknesses, and created a tailored plan consisting of various Leetcode problems for her to solve. Additionally, she wishes that the system could track her progress as she works through the plan, assigning her new problems to complete each day based on her progress and performance.

Eren Yeager



Eren is an aspiring software engineer who recently graduated from the University of Waterloo. He grew up in the city of Toronto and always enjoyed working with computers. He is 24 years old and is a data-driven individual with a passion for numbers and visualization. He is often referred to as a data enthusiast by his friends, a label that fits him well. Eren has ADHD, and he finds it difficult to focus and stay organized, which makes it really difficult for him to prepare for technical interviews. However, he thrives when provided with structure, reminders, and a way to quantify his progress.

Eren applied to many software engineering related positions and was able to get an interview at Apple. Conquered by happiness, Eren makes an effort to sign up for leetcode and found a list of commonly asked interview questions online. He starts practicing them but finds it difficult to organize and track his progress. Some days, he did not remember to practice them at all. Eventually, it was the day before the interview and Eren was panicking because his interview preparation journey has been a disaster. Out of fear, he canceled his interview.

Eren wishes that there was a platform that provided him with a structured approach to practicing questions at [Leetcode.com](https://leetcode.com) as well as a way to measure his progress and identify areas for improvement. He also wants the platform to provide accommodations that help him manage his ADHD, such as daily reminders, interactive user interface and a structured plan for him to follow. Additionally, being a data enthusiast, he would love a platform that allowed him to track his progress on leetcode problems using key metrics such as time taken to complete the problem, perceived difficulty, and a way to score his attempt.

Ariel Winter



Ariel is a 38 year old software engineer with over a decade of experience in software development. Ariel has worked with multiple companies including Intel, AMD, and Forma.ai. Unfortunately, she was recently laid off from her former company, Forma.ai, due to poor economic circumstances. She was saddened by her company's decision but has immediately started applying for software engineering positions. Ariel is a single mother of three children so it is urgent for her to find another position as soon as possible. She knows that she needs to start practicing Leetcode questions to prepare for her interviews.

Ariel immediately started applying for jobs and practicing Leetcode questions. Fortunately, many companies like that Ariel has years of experience and so she was able to get an interview at Uber. She impressed her interviewer on the behavioural part and was given a series of Leetcode questions in her technical round. The first question was a question named "Three Sum," a popular question at Leetcode. Ariel was delighted with happiness as she could recall solving this question two weeks prior to the interview. Unfortunately, She was not aware of the effects of the Ebbinghaus's Forgetting Curve. Even though Ariel thought this would be an easy question to solve for her, she could not remember a key step in the solution. Unfortunately, this costed her the opportunity to work at Uber.

Frustrated, Ariel realized that her memory failed her during the interview. She researched the phenomenon and familiarized herself with Ebbinghaus's Forgetting Curve. Having this knowledge, she realized that she needed to utilize the distributed practice technique to counteract the effects of the Ebbinghaus's Forgetting Curve. However, manually incorporating distributed practice into her plan was too much manual effort for her. She wishes there was a system that accounted for the Ebbinghaus's Forgetting Curve and scheduled Leetcode practice for her using distributed practice.