

## Personas

### Persona 1:



19 year old Jessie is a sophomore at the University of Toronto, studying Bachelors of Commerce (BCom). Jessie is an immigrant and lives in a student accommodation on the university campus. Jessie enjoys hanging out with her friends, shopping and partying. She is ambitious, takes great pride in her achievements and wishes to take up a prestigious job at a multi-national firm after graduation. She enjoys having a cup of coffee with her friends at Tim Hortons and finds the library atmosphere to be too gloomy and quiet.

Jessie scored a below average GPA of 2.30 in her freshman year at the university and does not consider herself to be a bright student. She is not passionate about the subjects she is studying and chose to study Commerce under parental and peer pressure. Jessie is not a hard worker, but is worried about her GPA, as it would affect her social standing among friends and peers, her relationship with her parents and her chances of securing a good job.

Jessie is trying to search for courses that have a low workload and high average grade, so that she can perform well and obtain a higher GPA, but is too embarrassed to ask her seniors and batchmates for advice. Our product would be ideal for her, as it showcases the various courses offered at her university, with details including the average grade and workload, thereby allowing her to pick a suitable course.

## Persona 2:



21 year old James is a junior at the University of Toronto, studying Computer Science and lives with his parents and younger brother, at a 10 minute drive from the university campus. He is very passionate about the subjects he studies and aspires to work as a data scientist in one the FAANG companies. He often spends several hours on a stretch in the campus library and revises each topic after a lecture on the same day. James always meets his deadlines and finishes his assignments in advance and is part of a very competitive and intelligent batch of students.

James is a bright student who performs very well in class and ranks near the top of the class with a CGPA of 3.60, but is unable to make further progress towards securing a GPA of 4.0. He wishes to cover the gap and finally attain a perfect GPA by working extra-hard and practicing more from past materials.

James can use our platform for practicing past assessments including assignments and tests to improve his chances of scoring well and understanding where he is falling short in a course. He could also download past slides of a course to prepare for a lecture in advance.

### **Persona 3:**



42 year old Helen is the mother of 18 year old Amy, an incoming freshman at the University of Toronto. Helen and Amy are a family of four, residing in Ottawa and Helen, a homemaker, is concerned about her daughter's wellbeing, as it is Amy's first time away from her parents. Helen is worried that Amy may not be able to cope with the increased workload of a university lifestyle and that it may affect her academic performance. She wishes to find a solution to reduce her daughter's workload and to support her grades.

Helen wants to procure the required textbooks for Amy's freshman year courses before the start of the academic year, so that Amy can begin studying in advance and avoid the rush in the campus bookstore after the semester commences. Helen also wants to search online for any tutoring services near Amy's campus in Toronto to help her in her courses.

Helen can use our product to order Amy's textbooks online and either purchase them outright or simply take them on rent to save money. Helen could also book a tutor through our platform, to ensure that Amy has a smooth academic transition from High School in Ottawa to University in Toronto.