

P2: Personas

Team TBD

Overview

In our society today, many young students have been forced to be a part of the race called life. They are under immense pressure to prioritize their academics and career over all other aspects of their lives, often sacrificing their mental and physical well-being. Our aim is to explore and understand the stressors and concerns that young engineering students have regarding finding and applying for internships and research opportunities. By understanding their needs, we hope to ease the burdens that come with the hunt for a career and brighter future.

User Description

Our user group includes University of Washington engineering students who are seeking internship and research opportunities in the midst of a pandemic.

Interviews

Interviewee 1 (AN1)

A senior undergraduate student at the University of Washington pursuing a degree in bioengineering. He has experience working at startups and has had a few undergraduate research opportunities as well. He is interested in the intersection of design and business, and is passionate about bringing products to life. He is also interested in nanotechnology.

Interviewee 2 (AL1)

A junior undergraduate in Computer Engineering at the University of Washington. He is an international student who has had some internship experiences in his home country. He has just finished applying to several software engineering internship positions and is currently preparing for technical interviews.

Interviewee 3 (DG1)

A sophomore undergraduate in Human-Centered Design and Engineering at the University of Washington. He is an international student from China with no previous internship experience but has tried to find some information about internship. The job titles he is interested in are User Experience Designer and Research Assistant. Currently, he is eager to build connections with people with experience in the industry.

Arjun Provisional

Pains

Most of the current internship and research opportunities available in person are tailored towards essential workers. So, when individuals are applying for internship and research opportunities, it is difficult for them to know whether the opportunity is remote or in person.

A lot of current websites and apps for job searching are not friendly for college students.(filtering, keeping jumping to external websites, etc.)

One of the negative aspects of Handshake is that it doesn't always show all the roles from big companies. One thing that the user wishes to see is all the roles in one place.

Dislike the need of having to tailor their resume for a specific company (e.g. Cover letter)

Stressed about interviews

lack of experience and awareness about application process

Go to an online event but don't know who to talk to

Characteristics

bioengineering major

Busy with coursework

20 years old

interested in nanotechnology

sophomore

Inexperienced, and eager for connections, internship/research opportunities

domestic student

male

Interested in data science

inexperienced

Use/Technology

apps

websites

Computers, phones, tablets

Goals

a single website that shows all roles from major big companies

Talking to other students for gaining insights & resource sharing

pandemic friendly

Find connection, and build a foundational understanding of the industry

find and apply to jobs and develop connections with employers all in one convenient location

convenience





Arjun Patel

Sophomore at the University of Washington

20 years old

Majoring in Bioengineering

Bio

Arjun is a second-year Bioengineering student at the University of Washington. After taking his major's introductory courses and participating in several exploratory events, he is eager to make connections and learn more about the industry.

However, Arjun is inexperienced in networking. During several online events, he finds networking to be very awkward and doesn't know who to talk to.

Also, his explorations of several job-searching websites have not been going smoothly. Handshake is too overwhelming and complicated for an inexperienced student who has just recently been admitted into his major.

Characteristics

- Busy with coursework
- Eager to find research and internship opportunities
- Interested in nanotechnology and data science

Goals

- Find connections & build foundation understanding of the industry
- Talk to other students to gain internship insights & share resources
- Find and apply to jobs

Use/Technology

- New user to LinkedIn & Handshake
- Proficient with computers
- Phones
- Tablets

Pains

- Stressed about interviews
- Limited knowledge about application process and networking
- Websites are not friendly for college students

Sources & Assumptions

Image: [Link to photo used](#)

Characteristics	Source	Detail
Major in Bioengineering	AN1	Interviewee is a bioengineering major
20 year old	A	This is the average age of a second year college student
Sophomore	DG1	Interviewee is a second year student
Male	AN1, DG1, AL1	All interviewees are male
Busy with coursework	A	This is not cited, but very likely lifestyle of an engineering student
Eager to find research and internship opportunities	AN1, AL1, DG1	All of the interviewees are looking for research and internship opportunities
Interested in nanotechnology and data science	AN1	Interviewee stated interest in both subjects
Use/Technology	Source	Detail
New user to LinkedIn & Handshake	A	It is assumed that a younger college student is not as experienced with LinkedIn and Handshake compared to an older student
Proficient with computers, phones, and tablets	A	It is assumed that individuals pursuing degrees in engineering will be proficient with such technologies
Goals	Source	Detail
Find connections & build foundation understanding of the industry	AN1	Interviewee stated that he is interested in making connections and wants to connect to people in industry to know more about roles

Talk to other students to gain internship insights & share resources	AN1, AL1	One interviewee talked to TAs for interview tips and preparatory resources whereas the other interviewee spoke to upperclassman and alumni
Find and apply to jobs	AN1	Interviewee mentioned wanting to find and apply to jobs
Pains	Source	Detail
Stressed about interviews	AL1	Interviewee is stressed about interviews
Limited knowledge about application process and networking	A	It is assumed that a student recently admitted to major will not have as much knowledge about networking or applying for internships and research
Websites are not friendly for college students	DG1	Interviewee couldn't filter out the jobs that require a portfolio on Handshake

Source Key

Source	Noation
<Initial of Interviewer> <Interview Number> (ex. AN1)	Interview
A	Assumption

Jason Provisional

Characteristics

Looking for Internship, fulltime job, and research opportunities

International student

Frustrated by repetitive work

Busy with coursework

College student

background in coding

21 years old

Male

interest in intersection of design

HCDE major

Use/Technology

Computers, phones, tablets

apps

websites

Can find listings on LinkedIn, Handshake. But has to apply to each company individually

Goals

Wants to prep for technical interview

Easy to use

Find jobs and internal referral

Find and apply to internship opportunities efficiently

convenience

Pains

You have to resubmit the resume even after uploading on handshale

Frustrated by repetitive and tiring process of making accounts and entering their personal info repeatedly

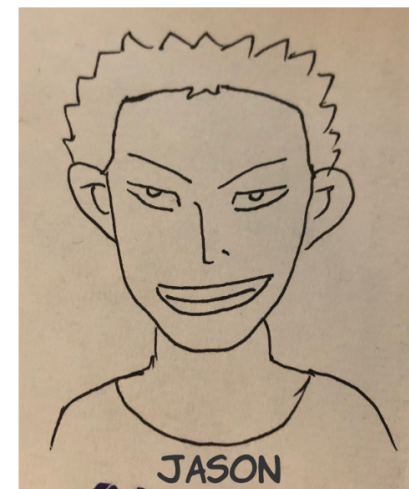
Most of the apps and websites that the user uses are either for applying to internship and research opportunities or making connections. There is not a single interface that allows for both building connections and applying for opportunities.

A lot of current websites and apps for job searching are not friendly for college students.(filtering, keeping jumping to external websites, etc.)

Handshake keeps users opening external websites that require the creation of new accounts before showing direct information

Talking to peers also help alleviate stress and worries

The algorithm of job application is not friendly to international students who need H1B visa.





Jason Lee

Junior at the University of Washington

21 years old

Majoring in Human Centered Design & Engineering

Bio

Jason is a third-year HCDE student at the University of Washington. He wants to continue to enrich his portfolio and resume through more internship and research opportunities.

He has established profiles on various websites such as LinkedIn and Handshake. However, his experience with these sites has not always been positive. Handshake keeps sending him to external sites, which repeatedly ask him to create accounts and fill out the same profiles. Additionally, some job descriptions do not clearly state whether H-1B visa sponsorship will be provided, which is critical for an international student.

Characteristics

- International student
- Has programming experience
- Interested in the intersection of design & business
- Busy with coursework

Goals

- Find internship & research positions
- Prepare for technical interview
- Find internal referral opportunities
- Avoid inefficiencies and repetitive work when applying for jobs

Use/Technology

- LinkedIn & Handshake
- Departmental job boards (ex. Ed)
- Computers
- Phones
- Tablets

Pains

- Application takes user to external site
- Frustrated by the repetitive process of applying to jobs on different websites
- Difficulty in finding positions that offer potential H-1B visa sponsorships

Sources & Assumptions

Image: [Link to photo used](#)

Characteristics	Source	Detail
Major in HCDE	DG1	Interviewee majors in HCDE
21 years old	A	21 years old is the normal age for a Junior
Junior	AL1	Interviewee is a junior student
Male	AN1, AL1, DG1	All interviewees are male
International student	AL1, DG1	Both interviewees are international students
Has programming experience	AL1	Interviewee is experienced in programming languages
Interested in the intersection of design & business	AN1	Interviewee stated being passionate about intersection of design and business in order to bring products to life
Busy with coursework	A	Not explicitly mentioned in the interview, but highly probable given the workload of the engineering programs
Use/Technology	Source	Detail
LinkedIn & Handshake	AL1	Interviewee mentioned he has detailed personal profile on sites like LinkedIn and Handshake
Departmental job boards (ex. Ed)	AL1	Interviewee has access to CSE Ed discussion board
Computers, phones, and tablets	A	It is assumed that students in engineering majors are proficient with such technologies
Goals	Source	Detail

Find internship & research positions	AN1, DG1, AL1	All Interviewees mentioned that they are looking for internship and research opportunities
Prepare for technical interview	AL1	Preparation for tech interview is critical for Interviewee
Find internal referral opportunities	DG1	Interviewee is looking forward to getting an internal referral
Avoid inefficiencies and repetitive work when applying for jobs	AL1, DG1	Both Interviewees want to fill out the information only once, which fits into all applications
Pains	Source	Detail
Application takes user to external site	AL1, DG1	Both Interviewees were directed to external sites by Handshake to apply for jobs
Frustrated by the repetitive process of applying to jobs on different websites	AL1, DG1	Both Interviewees were asked to create accounts and fill out profiles repetitively for each job they apply
Difficulty in finding positions that offer potential H-1B visa sponsorships	DG1	Some job descriptions do not clearly state whether they offer H-1B visa to international students

Source Key

Source	Noation
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A	Assumption