

Andrej Karpathy

age: 22

residence: San Fransisco, California

education: Bachelor Degree of Computer Science

occupation: Unemployed

marital status: Single | No children



Creating my future through relentless hard work.

Andrej has just graduated from college and is actively looking to apply to jobs.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Employment.
- Software that lets recruiters see resumes easily.

Values

- Software that is easy to pick up and use.
- Challenging programming problems.
- Effective communication.

Criteria For Success:

Get interviews without spending countless hours applying to each.

Wants

- An internship/job experience.

Fears

- Not getting any interviews.
- Wasting time.

Joyce Byers

age: 43

residence: Hawkins, IN

education: Bachelors Degree (BA)

occupation: Recruiter

marital status: Married | 2 children



"I love connecting people to their dream jobs"

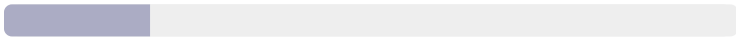
Joyce is a recruiter for a mid-sized IT consultancy in Indiana. She struggles to manage a large recruiting pipeline which often entails sifting through thousands of resumes per week. Even though the work is stressful, she loves seeing her hires succeed in the organization.

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Criteria For Success:

Meeting her quotas for new quality hires

Needs

- Be able to quickly screen candidates
- Applications are filled out completely and correctly

Wants

- Identify higher quality candidates more quickly

Values

- Being yourself
- Being detail oriented
- Prompt communication

Fears

- Making bad hires
- Work piling up

Jonathon Smith

age: 23

residence: South Carolina

education: Bachelors in Computer Science

occupation: Unemployed

marital status: Single



"I love computers"

He spends his day coding and looking for work.

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Criteria For Success:

He needs to be able to focus on his work and communicate with his peers.

Needs

- He needs employment
- He needs software that helps him efficiently apply to various employment opportunities.

Wants

- An internship or job targeted to his area of skills that helps him grow.

Values

- He values software that works well
- He values good planning ahead of time

Fears

- Not being able to find a job.
- Failure