

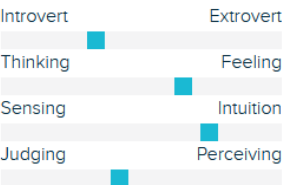
Student | Max Yupi



"I want to leverage technology to show and become my best self."

Age: 20-25
Work: Student
(Bachelor of Computer Science)
Family: Single
Location: Melbourne, VIC

Personality



Excitable Logical Altruistic

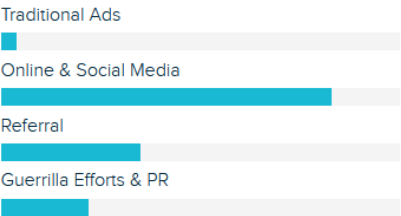
Goals

- Showcase their proudest projects to the world to help them land a job.
- Be able to direct professionals at networking events to their personal webpage.
- Find employment as a software engineer after finishing their undergraduate degree.

Frustrations

- They are acquainted with web programming from their undergraduate course but struggle to make websites that look stunning.
- Existing webpage creation technologies like Wix are overly complex and require too much time to learn.

Preferred Channels



Bio

Max is a full-time computing student approaching graduation. They live between their parents' houses, but wish to move out if they can find a well-paying job.

As an avid programmer, they have undertaken various volunteer and coursework projects. They want to promote their achievements to employers to provide themselves with good choice for their first job out of university.

They're confident in their programming skills and experience, but aren't sure how to display themselves online professionally.

They would love to have a way of easily creating a website that looks both stunning and respectable without a lot of design experience.

Artist | Jodie



"My main interest at the moment is pottery. I'm a bit of a technophobe but am willing to put in some effort in order to have a presence online."

Age: 50-70

Work: Registered nurse

Family: Married, kids, etc.

Location: Melbourne, Victoria

Personality



Preferred Channels



Creative

Calm

Crafty

Goals

- Show off her pottery work so that people are encouraged to visit her real life store
- Have a website she can direct friends and relatives to
- Easily arrange the elements on her portfolio website
- Easily update her website with new content

Frustrations

- She is not easily able to show her work to friends and family overseas.
- Some websites are easy to use but don't give her any control on layout and placement
- Wix and Wordpress have too many controls and options which are overwhelming

Bio

Jodie is part time nurse who lives on an acre plot with her husband Tim. Since her kids moved out of home, she has taken up pottery. She really enjoys it and has bought her own pottery wheel and kiln.

She has a deal with Spirals, a local art and craft shop, where they will stock and sell her work at 30% commission. When ever Jodie has a batch of new pieces, she heads down to the art shop so that they can be put on display and sold.

She is not very familiar with technology and the internet and accesses it entirely from her phone. Even so, she still wants to have her own website so that she can show off her work and convince people to visit the Spirals.

She doesn't like sites like Instagram because they don't give her enough control over how she can arrange her content.

She would really to find a site that is easy to use but also offers her control of how she would like to arrange her content.

Recruiter | Sascha Ho



"I look for only the best candidates to recruit, shown by past achievements and character."

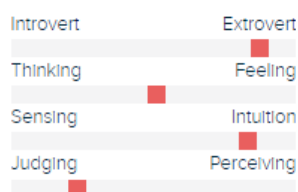
Age: 38

Work: Recruiter (Software Development Agency)

Family: Married

Location: Melbourne, VIC

Personality



Logical

Sociable

Trustworthy

Goals

- Look for new candidates to recruit using past work and projects as a tool for judgement.
- Be supplied with an appropriate resume or portfolio either at networking events or online.
- Refer candidates to a page where they can see more information about her and her agency

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Frustrations

- Often people provide her with confusing and complicated resumes or portfolios
- Some pages require her to create an account to view a candidate's work
- Candidates often hand in paper based resumes and portfolios

Bio

Sascha is a full-time recruiter for a software development agency. Being experienced with 10+ years in recruiting, she is very quick to understand a person's character even from a simple phone call.

Most of her day consists of looking through resumes and checking LinkedIn for appropriate candidates, often spending hours a day trying to retrieve information about someone's software development background.

Sascha is very confident in her ability to find good well-rounded candidates and wishes there was a simpler way to have information presented to her so she is quicker to make a judgement.