

## NAME

Use a realistic name. Don't use names of colleagues.

Natalie

## DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

Natalie is a HR recruiter for a company looking for someone to fill a position.

## QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

"I like to look at potential hires portfolios because I believe they are a great way to see how a person wants to represent themselves. In my opinion portfolios have more to offer than resumes." - Natalie



## WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

Age - 29

Location - San Francisco, CA

Job Title - Human Resources Recruiter

Description - Natalie has been working as a recruiter for her company for 5 years. Her main job is to find creative individuals for different positions at her company.



## WHAT GOALS?

What is the supreme motivator? What are (latent) needs and desires?

She needs to find someone with necessary skills to fill a position quickly. There is a project deadline coming up and the company doesn't have enough resources.



## WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

Natalie expects that a potential hire's portfolio is a direct reflection of the candidates skills and creativity. The era of resumes is ending and the era of the portfolios is beginning.



## WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media).

What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Natalie is a HR recruiter for a company. Her job is to find people for certain positions at her company that require certain levels of skill and creativity. Resumes don't offer a good way for determining candidates ability. So, when people send in their resumes, Natalie goes to their portfolio to learn more about the candidate. Once at the portfolio the first thing Natalie wants to notice is that the portfolio is up to date. This implies the candidate cares about how their portfolio represents them. The second thing Natalie is looking for is past projects. Natalie wants to get a hand-on experience with a project that the candidate has created or read a descriptive project description that depicts what role the candidate had in the project. If past projects and the overall website is poorly designed Natalie will get frustrated and unfocused. This will lead Natalie to overlook some information that might benefit the candidate and move onto the next candidate.

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker?  
Why, how can you tell?

Decisions made on facts or emotion?  
Why, how can you tell?

