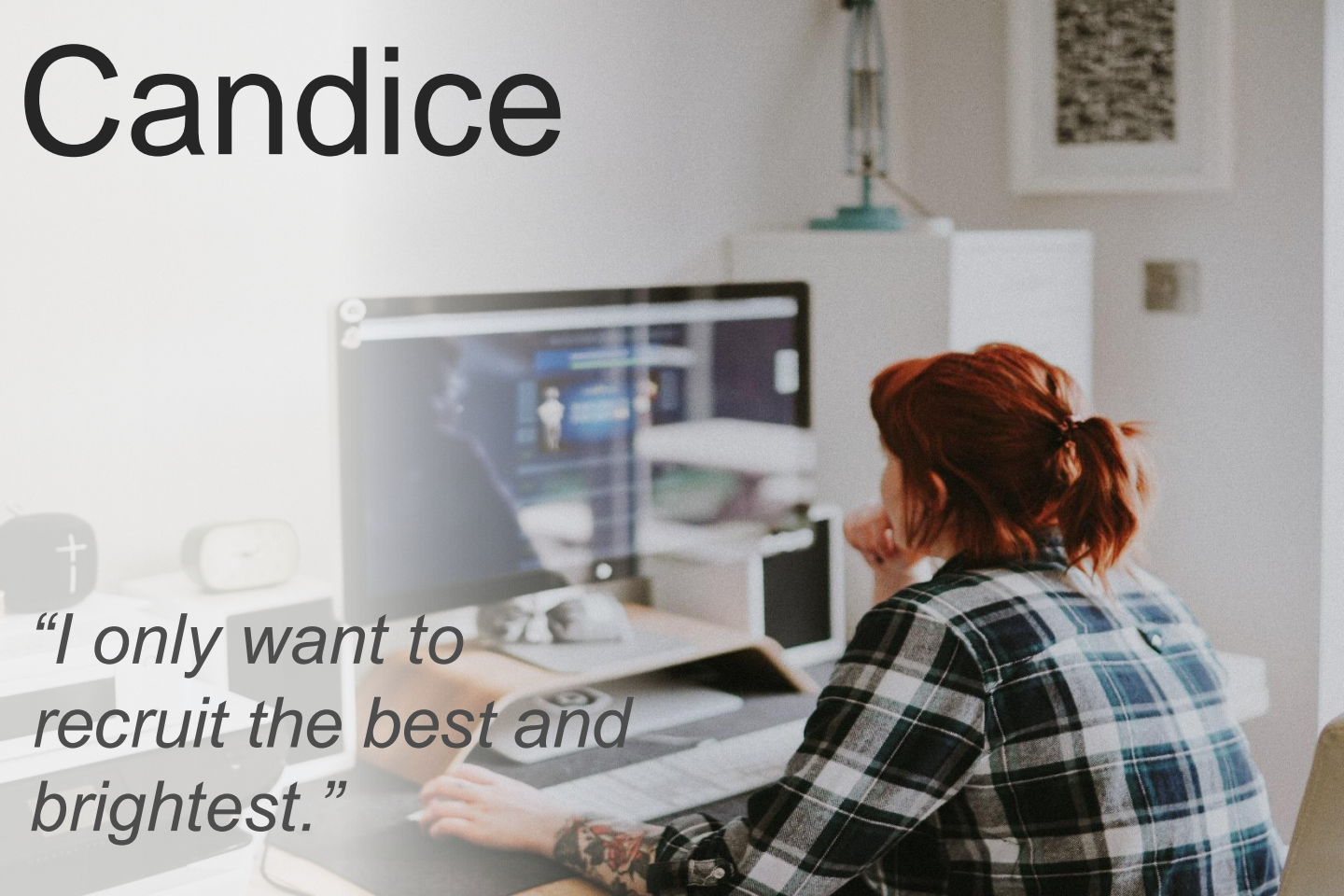


Candice



“I only want to recruit the best and brightest.”



Key goals

- Wants to see what the team is capable of
- Looks at the project quality
- Wants architecture and technology decisions and motivations
- Wants information and contact to be clearly visible



Behaviours

- Wants to hire a capable team
- Wants clear demonstrations of skills
- Doesn't want any distractions



We must

- Clearly show team skills and contact details
- Clearly indicate architectures and technologies used in projects as well as overviews
- Show him relevant offers



We must not

- Inflate project descriptions with superfluous wording
- Don't overwhelm her with unnecessary distractions