

John the Recruiter

Description: A recruiter for a mid sized company looking for engineering students.

Who is it?:

- Age:35
- Location: Detroit
- Job: General Manager,
- Technical Skills: Experienced in business management but has interest in IT related tasks such as networking and data analytics.



Goals: Wants to find motivated students with at least a year or two of programming experience and side projects.

Very interested in finding students with leadership skills and technical experience.

Attitude: Wants quick access because he only has a limited time to review each student

Behaviour: John is an experienced recruiter with nearly a decade of experience. He looks for something unique that separates students, however he can only allocate a small amount of time into researching each student. He is drawn by examples of leadership and technical experience. First impressions are really important for John as it gives him a general idea about the student. It does not matter which platform the web page is presented on for John.

Stan the Student

Description: A third year Electrical Engineering student with a strong interest in Computer Science

Who is it?:

- Age:21
- Location: East Lansing
- Job: Student
- Technical Skills: Two semesters of programming classes



Goals: Wants to find an example of a side project that can inspire him to create his own for technical experience.

Attitude: Very open to opinions, lacking creative ideas

Behaviour: Stan is a very technical student, he is familiar with all kinds of internet technology . He is very open to what kind of project he wants to create ranging from an online portfolio or maybe even a robot. However he is not very patient, if there is too much fluff or distracting text, it lessens the experience for Stan. His access to the webpage will primarily be from his tablet that he keeps with him for notetaking so in addition to being concise, it must be compatible with mobile devices.

Matthew the Professor

Description: A professor in the Engineering Department with an interest in his students.



Who is it?:

- Age: 48
- Location: Lansing
- Job: Associate Professor
- Technical Skills: PhD in Computer Science, research primarily focused on network security and encryption.

Goals: Genuinely interested in what some of his students are doing during their free time

Attitude: Very informative and devoted to helping the student

Behaviour: Matthew is an experienced professor looking to help his students. He is trying to gather information on design to help his students with out of class projects. Matthew will also pay attention to the kinds of programming examples presented on the webpage and may be interested in the source code itself. Although he is familiar with some technologies, his experience with them may be a bit outdated. He will be likely viewing the webpage on a desktop environment.