

0..... EDUCATED GUESS0

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Interested in potential recruits for his company.

QUOTE

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

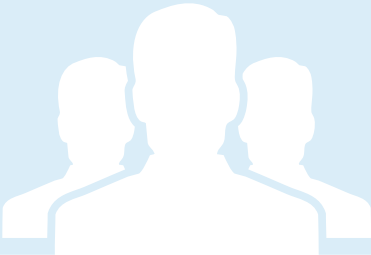
To win in the marketplace you must first win in the workplace.



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: 39
Location: Lansing, Michigan
Job: Tech Team Manager
Technical skills: High computer skills
About: Likes working with technology in any way. Very good at problem solving and and troubleshooting specific problems with technology.



WHAT GOALS?

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

Interested in my work experience and how I could better their work environment by working for them.



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.

In search of potential employees who fit the need they are looking to hire.



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?

**They are very good with technology and navigating the Internet. They are able to get around the website just fine to find out the information that they are seeking.
If the site is pleasing to them and they like the resume they wouldn't hesitate to reach out.**

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?



0..... ASPIRATIONAL0

0..... ACTUAL0