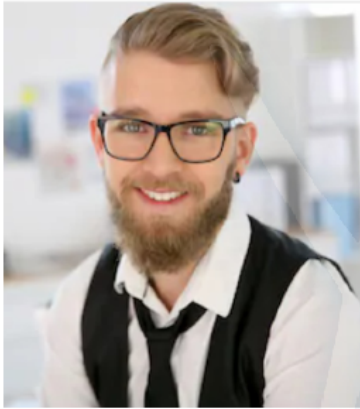


User Persona - Alfie Baker



"A half-assed job deserves half-assed pay" - Alfie's Father

Age: 23

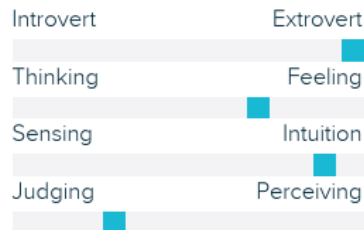
Work: Unemployed

Family: Single

Location: Buffalo, NY

Character: Leader

Personality



Creative

Energetic

Brave

Lively

Goals

- Find a purpose for getting a degree
- Travel around Western Europe
- Be the primary supporter of a potential family

Frustrations

- Good grades in school does not paint a clear path to a job
- Just finished college with no jobs lined up and plenty of debt
- Struggles balancing job searching with love searching

Bio

Alfie Baker is a 23-year-old who lives at a studio apartment and enjoys watching sports, cookery, and physical activity. He has a degree in computer engineering and is currently fresh out of college and unemployed. He has phobias of snakes and deep water. He is of average height and build and grew up in a working class neighborhood. After his mother died when he was young, he was raised by his father. Being raised by a single dad, Alfie was forced to get a minimum wage job at the dollar store at age 15.

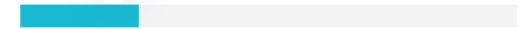
These days, Alfie has used websites ranging from Glassdoor to LinkedIn in search of a job. All have proved fruitless. Recently, Alfie has gone to even Facebook status changes in order to advertise him

Motivation

Incentive



Fear



Growth



Power

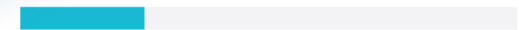


Social



Preferred Channels

Traditional Ads



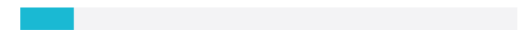
Online & Social Media



Referral



Guerrilla Efforts & PR



Social Media

