

NAME

Brian the Recruiter

DESCRIPTOR

This is a man who has been working in the human resource department of company for several years out of college.

QUOTE

“What can you contribute to this company?”
“Why should I hire you?”



Just sketch your first impression!

WHO IS IT ?

Age: 29
Location: Detroit, Michigan
Knowledgeable about technology. Not necessarily savvy, however



WHAT GOALS?

Supreme motivator: to find the organization good hires.



WHAT ATTITUDE?

Human Resource Management
This individual will be evaluating my website, and myself.



WHICH BEHAVIOUR?

Able to most websites easily, however, unaware of the underlying technologies. Doesn't understand HTTP error codes, not formally educated in this field of study. Fast decision maker, has to keep up with fast workplace environment. Decisions based on facts, however, an emotional person, easy to get tunnel vision when frustrated.

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?



