

## NAME

Bill Patternson

## DESCRIPTOR

A recruiter from a company

## QUOTE

"If I can just find one qualified applicant, I could be done with this whole search."



## WHO IS IT ?

With 20 years of experience at the company, Bill knows what the company is looking for and what the applicant needs to be able to do in order to complete the job. He is also gone through hundreds of applicants to work at his middle sized company out in the suburbs. He is used to professionalism and courtesy from the employees but is willing to work with them to figure out problems.

## WHAT GOALS?

With 3 kids back home all of which need help with homework, plus a little playtime, Bill is looking to make his job as quick as possible. He will go though all the applicants but he is just looking for one to hire as quickly as possible so he can move on to the next thing on his list of things to do.

## WHAT ATTITUDE?

He is going through the list of applicants today. Clicking through some of the sample websites, he quickly eliminates anyone that doesn't have anything to showcase. He expects professionalism and cleanliness.

## WHICH BEHAVIOUR?

- Impatient of looking through a bunch of websites. He checks the validator to make sure there aren't any egregious errors. He checks some of the links to ensure everything is working.
- Having working the industry long enough he can spot good design from bad design quickly which allows him to spend less time than most people on judging whether or not the website can fulfill what is needed for the job.
- What he looks for is theming to make a website designed so its function can be quickly deduced from just any common user.
- He can flip through and check the page inspector, to quickly check the code.
- Even when casually browsing he is always looking for new designs to try to implement.