# Persona Template

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| Name: Mikal Ettner  |  | | --- | |  |   Tagline: “Where do you see yourself in 5-10 years” and “Have you tried the new restaurant downtown yet?” | Demographic Information Age: 48  Place of residence: Atlanta, Ga metro  Gender: Male  Occupation: Hiring Manager for IT company  Marital/Family status: Married  Internet Competency: High, but not a developer himself |

Narrative: Mikal is a hiring manager for an IT company that is looking to expand and get in new entry level developers and designers. When not at work he spends his time exploring the city and taking vacations abroad with his wife.

The main reason this person will use your web site: Looking for future employees

Any secondary reasons this person will use your web site: To see the skills that new grads are learning

Devices used by the end user (phone/tablet/etc): all the things

Social media sites/online services used by the end user: This user would have a facebook that would be mostly pictures of him added by his wife, maybe an occasional photo he took himself if it was a spectacular view. LinkedIn.

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| Name: Ben McNeil  |  | | --- | |  |   Tagline: “Wanna grab a beer after work?” and “Starwars or Star Trek?” | Demographic Information Age: 28  Place of residence: Downtown Atlanta  Gender: Male  Occupation: Lead developer  Marital/Family status: In a relationship  Internet Competency: very high, he makes the internet |

Narrative: Ben is a hard working and very knowledgeable project lead. He thoroughly enjoys his job and also has a full home life with a steady girl and lots of friends. Ben is a millennial who is striving for the perfect work/life balance while still bringing home a solid paycheck.

The main reason this person will use your web site: Looking to expand his team

Any secondary reasons this person will use your web site: Checking out future competition and skill level of entry level graduates

Devices used by the end user (phone/tablet/etc): Mostly phone

Social media sites/online services used by the end user: Instagram for a few posts a month, LinkedIn, GitHub, Reddit