

TARGET AUDIENCE

The website is used as a presentation of their business towards both potential partners and job applicants looking for more info. The target audience is therefor broad and doesn't aim toward a specific age group, gender or personality.

KARL HANSEN

ABOUT KARL

Karl is a skilled salesman, always craving for new opportunities work wise. He's currently looking for a new employer to challenge his competitive spirit, and as most people, Karl uses services like finn.no as the main source for finding open positions. The very first thing he does when he finds something of interest is to take a look at the company's website to get a better sense of what drives the business.

BEHAVIORAL CONSIDERATIONS

- + Expects an innovative experience when visiting possible employers website.
- + Thoroughly compares companies that aligns the most with his own sense of personality.

FRUSTRATIONS

- + Doesn't appreciate businesses that lacks innovative solutions.
- + When the business he wants to apply for doesn't offer mobile friendly websites.

GOALS

- + To get an idea of what the culture the business represents.

SIMEN KVALVIK

ABOUT SIMEN

Simen is a representative from an innovative brand that develops home security solutions. The system they have developed is soon ready to launch, and they need to both promote and sell the product. To reduce both the time and price aspect, they are looking for solutions that take care of the whole process.

BEHAVIORAL CONSIDERATIONS

- + Expects potential partners to be transparent and honest.
- + Often visits websites that appear first in search results.

FRUSTRATIONS

- + Complicated websites without site maps.
- + When the business lacks the option to call them directly.
- + Is colour blind, struggles to read on screen text with poor contrast ratio.