

NAME

Use a realistic name. Don't use names of colleagues.

James the recruiter

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

Coordinating internship program at USAA

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

I'd like to look for the best talents out there who can show their passion in technology.

WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

Age: 38

Location: Plano, Texas

Job: Technical recruiter

Skills: Provide IT leadership and direction in support of the Property and Casualty (P&C) line of business of a major financial services company.

About: Enthusiastic about technology and innovations.



WHAT GOALS?

What is the supreme motivator? What are (latent) needs and desires?

Hire the most outstanding students at Michigan State University for the next summer internship program starting in June.



WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

Looking for students who demonstrates their software and website development skills through any kind of mean such as personal website side, mobile apps.



WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media).

What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

James has been a technical recruiter at USAA for years. Every year he comes to Michigan State University's career fair in September to recruit a group of students for their next internship program in the summer. James is kind of a show-not-tell person where he'd like to hire those students who are not academic oriented but also do things outside of class. Individuals who would stand out are those who have side projects such as a mobile application, or website. Anh's personal website is a side project that Anh has worked on during his free time to showcase his portfolio which demonstrates all the software projects that he's worked on.

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?

