

NAME

John Byers

DESCRIPTOR

Employer at a media based company

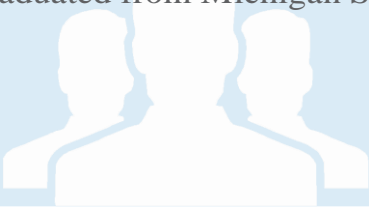
QUOTE

“We’re looking to hire creative minded people for our design projects.”
“We want to see some examples of past work to get a sense of our candidate’s creativity and skills.”



WHO IS IT ?

John Byers is an experienced manager at a media company, age 47, looking to hire for a few projects is company is working on. He looks for people with good skills and creativity, as well as people who can work in teams and manage responsibility. John graduated from Michigan State and is always interested in candidates with degrees from Michigan schools.



WHAT GOALS?

John’s goal is to find potential employees who show creativeness, skill, dedication, and innovative thinking to add to a project design team.



WHAT ATTITUDE?

John visits the site with excitement and a high level of interest to see what the potential employee has created previously, and to see how the work matches up to its description by the candidate.



WHICH BEHAVIOUR?

John looks for apps and sites that are clean and simple, he likes the basic uses of the site to be presented to him when he first starts using it. He looks to see how accessible everything is, and if the design is in line with modern design principals. He looks to make sure that everything is working properly and that no errors occur when trying to navigate the site. There can’t be any confusing elements or things out of place; everything must be organized or John starts to get frustrated. He enjoys using websites that have a nice feel to them in terms of navigating and finding the information he needs.

Modern trends are very important to John, he likes things to be kept current

Functional benefits are more important than emotional, but emotional benefits are appreciated.

Fast decision maker, because of the experience John has.

Decisions made mostly on facts but emotion does play a part.



