

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

Use a realistic name. Don't use names of colleagues.
Leah, the HR Recruiter

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
HR Recruiter for a company scouting for potential talent.

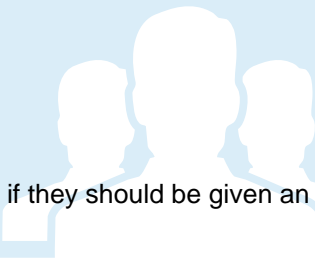
QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.
I like to get a feel for a person's quality of work before I offer them interviews.



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: 31
Location: Detroit, Michigan
Job: HR Recruiter
Skills: Knows how to handle a Windows PC.
About: Works for a relatively large company based in Detroit and has the responsibility of searching out potential employees and determining if they should be given an interview. She is really passionate about her job and takes pride in her work. So far, every interview she has offered has led to a job offer.



WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?
Interested in knowing if the current subject of her research is qualified enough to be interviewed. She needs to know if the person is able to work well in teams, if he has a diverse set of skills, and if he is capable of leadership.



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. Wants quick access to sample examples of work and a resume. The site must be easy to navigate or she won't waste her time. She doesn't want to drill into menus to get to the data.



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?
Leah works at a tech company, so she knows her way around a computer fairly well. She's comfortable navigating sites and rarely has problems finding what she is after. She is a people person so she is pleased when it is easy to reach the person she is looking into. Currently, she is reaching out to potential employees and seeing if they're interested. After the initial phone interview with her, and the candidate does well, she then sets up a technical interview for the candidate over the web (or in-house if the candidate is local). Her bosses greatly value her professional opinion on candidates.

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?

