

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

John

DESCRIPTOR

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

John is a recruiter for a company Scott is very interested in

QUOTE

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

— "I'm looking for someone who can show their contributions as a student"

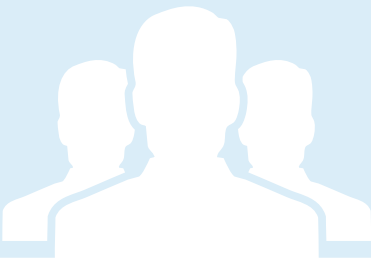
— "How is your major corresponding to your life?"



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.

John is a person in his mid-20s to early-30s recruiting for Ford Motor Company outside of Dearborn, MI. John visits many college campuses around the state of Michigan looking for dedicated students willing to offer their knowledge to further the "One Ford" vision and those who "Go Further".



WHAT GOALS?

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

The supreme motivator is that John is looking for students to become interns for the company. He needs to find at least 4 great students with high accomplishments to offer interviews to. He wants to have a good idea of who the student is and what they do in their major that will be able to be contributed to the company.

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.

From John's point of view, he sees that Scott is capable of creating a website that showcases his knowledge in Python, C++, Java, etc. and he expects that what he sees through the website is an accurate representation of who Scott is and what he is capable of. He is motivated to visit the website because of the conversation he had with Scott during a career fair on campus— his initial impression of Scott was high enough that he wanted to see more of what Scott is doing as a student.

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?

John is looking at the website to get a good representation of Scott's skills. He visits Scott's various social media pages linked to see if he is a good candidate for the internship before offering an interview/offer and he is relieved to see that Scott keeps his social media appropriate for the workplace or that it is not publicly visible. He visits sites like LinkedIn to connect with Scott and Facebook to see who Scott associates himself with. He's glad to see that Scott is able to split up his computer science learning in an easy to follow format. This allows John to see exactly what Scott has worked on as an intern for other companies and what he has done in class. The only thing stopping John from choosing Scott is if he is not satisfied with Scott's work, not the website itself.

Which Trends, mindstyles or other indicators are applicable for this persona?

John is on the bleeding edge of technology, as he is in the IT and Computer Science field. It's expected that he will have the latest and greatest device. Scott's website better be able to accommodate for his devices or it will fail.

How important are functional, emotional, expressive benefits.

Scott must make a good second impression (the first impression was during the career fair) and leave a lasting impression on John so he will have reason to communicate with Scott to set up an interview.

Fast or slow decision maker? Why, how can you tell?

John is a fast decision maker. He must be able to have a great impression of someone immediately for his interest to be piqued. If someone cannot overcome that interest, they will not be offered an interview or position. We can tell this because John talks to an incredible number of students each day looking for internships and jobs. John makes his decisions based mostly on facts, but can shift to emotion if a person gives a great pitch. John believes that either someone knows something or they do not, and an internship is meant to teach, and he likes to give students a chance to prove themselves.

Decisions made on facts or emotion? Why, how can you tell?