

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

Jane the Recruiter

DESCRIPTOR

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

Interested in my experience, skills, and accomplishments

QUOTE

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

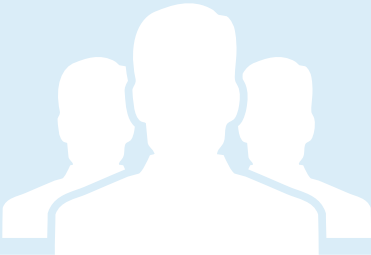
I like to know more about the person I have a brief 30 second talk with at a career fair.



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: 32
Location: Detroit, Michigan
Job: Head of Talent Scouting
Technical Skills: moderate (knows how to find items and very good with email.)
About: Very energetic and loves talking to the future work force of America. Loves getting young interns in for valuable experience in the company.



WHAT GOALS?

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

Interested in knowing more about the people she believes are a great talent and would fit well in the company for either a intern or full time job postion.



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 to have an easy way to find out more about a potential talent after the career fair.



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?

Jane is a excellent people person and that is why her job is to go around the country and find talent at universities. She is comfortable around tablets and computers as she has to look at hundreds of websites and resumes online every day. Jane is always looking or a new way to see more talents faster and with websites she can find out more about a person than just a paper resume.

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?

