

EDUCATED GUESS  
ASPIRATIONAL  
ACTUAL

# NAME

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

# DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.  
Recruiter for a big time company attending local career fairs

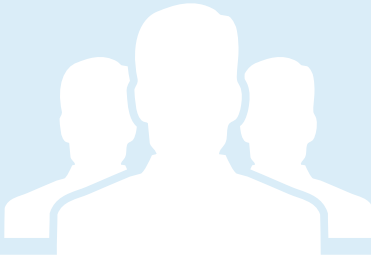
# QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.  
I want an easy and fast way to gauge computer science abilities, as well as see any other prominent features of the recruit.



# 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: 30  
Location: East Lansing, Michigan  
Job: Computer Programmer for the software company TechSmith  
Technical Skills: Knowledge of multiple programming languages including C++, Python, and SQL  
About: Has worked for TechSmith for several years and has been sent to MSU's career fair to help find new talent. He is an MSU Alumni and looking to fill several internship/coop positions.



# WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?  
John is looking for young, motivated college students to fill several internship and coop positions at his company, TechSmith. He wants a student who is interested in what they are learning as well as having some out-of-class experience.



# 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 an easy way to look through a resume, as well as any other outside projects the recruit has been working on.



# 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 has to interview dozens of college students at the career fair. Beyond simply just talking and getting to know the personality of his recruits, he also wants to see a demonstration of the skills they bring to the table. He wants a simple website that shows implementation of HTML/CSS skills, as well as some other displays of programming knowledge. At the end, John wants to recruit interesting and motivated talent, and any student who stands out of the crowd in some way will have an edge in the recruitment process.

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?

