

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
This persona is a talent recruiter for a Web & Software Development firm

QUOTE

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

"Break up your projects into smaller, more manageable pieces"

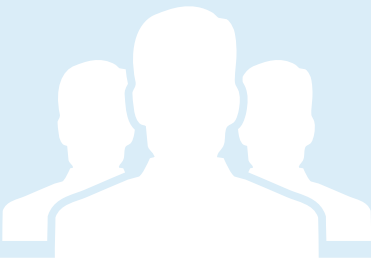
"If you have some experience and are coachable, you can be as good as anybody."



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: Chicago, IL
Job Title: Software Developer and Talent Acquisition Manager



WHAT GOALS?

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


Solomon's Goals are to become a senior manager at his firm and to overlook a team of developers. He needs people that are coachable and that are willing & able to learn the languages and frameworks used at his firm.



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.

Solomon visits the website expecting to gauge what I have learned and how I utilize my skills. He expects that the web page will be fully functional and that he will have a clear understanding of whether or not I would be a good fit for the firm.



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?

Solomon does Web and Software development at their firm. Solomon uses a variety of different development tools such as the .NET framework, Visual Studio, IntelliJ IDEA, XCode, and others, though Microsoft Development tools are a preference.

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?

