

Primary persona:

Roger, Seeks Professional Job



“I know I can achieve more. What’s the first step?”

Biographic, demographic, and psychographic details

Roger is a 35 years old salesman for a technology firm. He has been married for 7 years, with one child (a five-year-old girl) and one on the way. They are a typical upper-middle class American household.

Roger is visiting [REDACTED] because feels his career has stalled. He’s not sure if he’s looking for a similar job with another company, if he needs to switch into a field like finance, or if he needs to move up and find a managerial position. He feels pressure to earn more money to keep up with his peers, to buy a bigger house and support his growing family. Ideally, he would earn enough to allow his wife to take a couple of years off from work.

Main tasks

- Review jobs he’s qualified for and decide what he needs to do to get a better-paying job.
- Weigh complex criteria, including pay rate, location, industry, and working conditions.
- Apply for jobs by filling out lengthy Web forms. Wait and hope to be contacted.
- Continue to check in periodically for new jobs.

Goals and motivations

- Roger wants to find a higher paying job. He’s willing to change careers and even move to find one.
- He also knows he needs career advice, not just a list of jobs he’s qualified for,
- Roger is busy at work and at home, and doesn’t have a lot of time to search. He can’t [REDACTED] from work, so he has to use the site when he’s at home.
- While he’s willing to move or change fields, with one and soon two young children at home, Roger is not willing to work longer hours or take a job with much travel.

Skills, abilities and knowledge

- Roger has worked in sales for ten years. He started out in telephone sales (direct cold calling) and has worked his way up to his current regional sales lead position. He’s been in his current job for four years without a promotion.
- Roger is a computer and technology enthusiast. He owns an iPod, a digital camera, and the latest HDTV. He uses his cell phone constantly.
- He uses Microsoft Office software extensively.
- Roger is very aware of all the major companies in his field, their product lines, and the other sales folks he competes with.

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Computing environment

- Roger uses [REDACTED] from home. He has a two-year-old Dell desktop PC running Windows XP. The computer came with a 17 inch LCD display and an inkjet printer, and it has a broadband Internet connection. Roger's wife shares the computer, using it for email and web surfing.
- The family computer is in a small spare room without much desk space. It runs slowly and the hard drive is close to full with digital photos of Roger's child. Roger plans to get a new computer eventually and let his daughter use the old one.
- To help keep track of his job search [REDACTED], Roger uses [REDACTED]. He maintains a spreadsheet listing interesting possible jobs, and whether he has completed an application, called for a follow-up, or been called for an interview.

Experience with technology

Roger entered college as an engineer, but switched to a business major when engineering became too demanding. He has a good layperson's knowledge of software.

A day in the life

Roger wakes up early with his wife, a junior high school teacher, to help get their daughter to kindergarten. Some mornings he will make sales calls, but today he drives into the office to attend meetings and do training on the latest new products.

In the evening Roger commutes home, usually talking to clients on his cell. When he gets home, he plays with his daughter for awhile while his wife makes dinner. After dinner, he has a window of time to work on the computer, but his wife also needs to get on and do some grading. So he only can use [REDACTED] for a short while before it's time to let his wife have a turn. He reads a story to his daughter, and puts her to bed. Then he can go back to the computer, although he must log back on and spend some time getting back to where he was.



Assumptions about this persona

- [REDACTED] focuses on careers that generate the most job postings: technology and sales jobs, for example.
- Personal and family reasons strongly motivate Roger to seek a higher-paying job.
- Professionals with strong knowledge in their fields still may be willing to change fields and work in a different industry, if the change fulfills other goals (usually higher compensation).

Assess believability

- Roger was deemed to be believable, but a little one-dimensional, so I added details about his after-work family life. He also needed to factor into his job searching plans related to balancing work and family time once the second child is born.
- Roger is described as ambitious enough to move his family, but if so, he'd have to worry about schools and other new community aspects.
- I also added Roger's requirements related to working hours, to be compatible with his family and young children.