**<John> | <Junior HR-manager>**



**Profile Attributes**

**Age:** 25 **Gender:** Male **Location:** Antwerp **Education:** Professional Bachelor international entrepeneurship

**Daily (music) routine:**

* Wake up with Smartphone-alarm
* Drive to work with loud music
* Radio in the backgound
* Workout after work with motivating music
* Check social media on desktop while listening to random playlists

**Social media use:**

* Facebook
* Instagram
* Twitter
* LinkedIn

**Profile:**

* *John is a young social man, working in a fast growing company. He’s orn in the Netherlands and currently living in Antwerp city. He plays baseball and combines it with a daily workout in the gym. John listens music through sporitfy on his smartphone and desktop everyday. His music taste differs from day to day, but his favorite genres are reggaeton and country.*

**Responsibilities:**

* Guides and manages the overall provision of Human Resources services and policies for Coolblue. John is responsible for acquiring new employees. His main task is the internal and external publication of vacancies for Coolblue. John has to select and screen the candidates.
* Taking care of his turtle pet and girlfriend.

**Behaviors:**

* Listens to music everyday
* Invites friends to his appartment once in a while and shows off with his sound system
* Goes to a show/concert once a month
* Uses smartphone & desktop to listen to music

**Needs & Goals:**

* *Discover new music*
* *Get updated with new music*
* *Share music between friends*
* *Create playlists of songs for different occasions*