

NAME

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

Mr. Smith CEO

DESCRIPTOR

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

Interest in recruiting Jacob Price as a candidate.

QUOTE

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

I would like to know more about Jacob Price as a potential candidate to our company.



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: 38

Location: Canton, Michigan

Job: CEO

Technical Skills: Heavy, lots of object-oriented programming

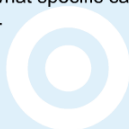
About: CEO of a global company, makes lots of decisive decisions on a daily basis. Looking to hire more candidates.



WHAT GOALS?

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

Interested to hear more about what specific candidates have to offer, looking to expand the company.



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 accurate information in a non-formal format. Looking for personality working along side technical skills.



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?

Mr. Smith has been the CEO for a few years now. He makes fast decisions and loves to work in a friendly environment. He searches for candidates with passions and wants to make sure they can incorporate their personality within the company. He has the behaviour of making friends within the job.

Which Trends, mindstyles or other indicators are applicable for this persona?

Personality means a lot on the job!

How important are functional, emotional, expressive benefits.

Very important, show your passions!

Fast or slow decision maker?
Why, how can you tell?

Fast Decision maker, aka "CEO"

Decisions made on facts or emotion?
Why, how can you tell?

Decision made on mostly facts, but sometimes emotions, sometimes you don't have time for all of the facts

