

## NAME

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

Rob the Recruiter

## DESCRIPTOR

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

Rob is seeking candidates to fill job openings at his company.

## QUOTE

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

Tell me about yourself. Why should I hire you?

What are some of your strengths and weaknesses?



## 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.

**Name:** Rob

**Age:** 45

**Location:** Chicago, IL

**Job Title:** Technical Recruiter

**Characteristics:** Easy-going,  
driven, intelligent, organized



## WHAT GOALS?

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

To seek hardworking individuals with advanced skills and experience.

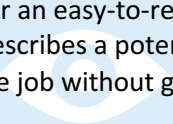
To hire the most qualified candidate to fulfill the job opening.



## 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.

Rob is looking for an easy-to-read website that concisely describes a potential candidate for the job without going into *too* much detail.



## 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?

Rob is the department head for his technical support team. He manages team members, distributing tasks, and recruitment for openings within his department.

Rob is always willing to help when needed and is always there for project clarifications or questions about a given task.

Rob enjoys being busy and having something to do at all times. He will make sure that everyone on his team is doing something beneficial for the team without putting too much on his or her plate.

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?

Rob does his best to make sure that everyone is happy with their tasks. He wants the candidates in which he chooses to fit well in the company and enjoy their work.

