

Name: Patricia Robinson

Descriptor: Patricia is a recruiter at a large technology company hoping to attract young talent to her respective company. She looks through resume's and searches the internet for candidates matching the open positions that are available. Patricia is always looking for new ways to search for talent.

Quote: "I am looking for young smart talent to drive this company forward and am always open to new ways of getting to know my recruits."

Who is it: Patricia is a 28-year-old female that works in recruiting as a large tech company. She is located in Palo Alto, California and recruit's talent from all over the country. Her official job title is Technical Recruiter.

Goals: The supreme motivator for her work is finding great talent to further a company. She needs to be able to see talent in a clear and efficient manner in order to determine if a specific candidate matches the open position. Her desire is to find new ways to acquire good talent.

What attitude: The expectation of this service is for recruiter's like Patricia to have a new way to get all the information of the potential candidate in one website. Patricia should expect to see all the accomplishments, goals, achievements, and experience that Justin Qassis has to offer toward the growth of her respective company.

Which behavior: Patricia navigates to the site to see if there is an open position to match the given talent level. She may find this website via social media pages, a resume, or other electronic communication methods). This site works well for her because it has all the information in one area, and can also show the web development experience of the candidate. It can be frustrating because the website may not be professionally developed and may have bugs.