NAME

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

Rich the Recruiter

DESCRIPTOR

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

General interest in potential employees fresh out of college.

QUOTE

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

I like to know some of the details about your future career goals?

EDUCATED GUESS

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: 50
Location: Traverse City, Michigan
Job: Ford Motor Company Recruiter
Technical skills: high (uses technology daily to find students)
About: Computer-minded and interested in technology as it extents to nearly everything and his primary career.
Interested to know about potential future technological advancements that could be applied to a vehicle.
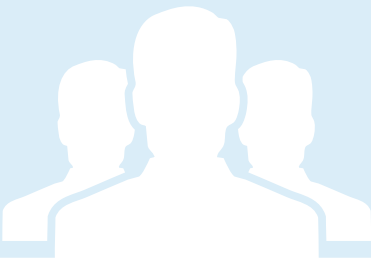
WHAT GOALS?

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

Interested to know about potential future technological advancements that could be applied to a vehicle.

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 quick access to information in a mostly technical format.

ASPIRATIONAL

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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?

Rich is a technical user, but does not have a background in computers. He's comfortable using tablets and internet technology, as he's needed it to search for this new age of students. Rich does not become frustrated easily and gives new software or websites a chance to win him over—he expects to do some critical thinking while he's using the application. He does, in the end, expect results and of the few apps he does use, they give him more benefits than problems.

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?

ACTUAL

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