

0..... EDUCATED GUESS0
0..... ASPIRATIONAL0
0..... ACTUAL0

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Possible employers who seek an interest with the applicant

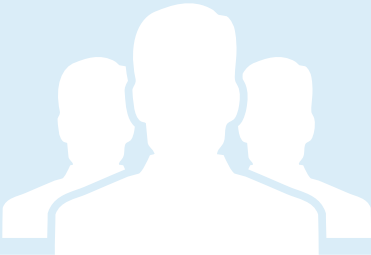
QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.
"So, why the heck are you applyng"
"We run things in a unique manner, want to join us?"



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.
72 year old man from the UK who is the director of PearSquare, a social media website. He is a man that resembles a texan.



WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?
He is looking to hire someone who is competent and able to succeed his family buisiness. BEcause he does not have kids of his own, he wants a young person to mentor and succeed. he is looking for someone with strong morals and principles.

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.
The goals is to seek out additional knowledge. In this case, it is to seek more information on the applicant. and gauge his capacity.

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?
his behavior is that he is an old person that is trying to adapt to the technological age. He choose to look and use this website in order to gauge and determine if the services promoted. He's old so he needs to take time and throughly comb through the website. Picking and taking note at every characteristic as well as tone of the websit.re
Which Trends, mindstyles or other indicators are applicable for this persona?
old senile mind set because that helps with his doubt and cautious personallity.
How important are functional, emotional, expressive benefits.
Extremely important because it portrays a level of transparency that he likes to see in people Can he trust them or not?
Fast or slow decision maker? Why, how can you tell?
Fast decision maker because he has to make fast good decisions.
Decisions made on facts or emotion? Why, how can you tell?
the majority of his decisions is fact based. Because of that he needs to learn how to base some things from emotions.

