

Easy App-ly personas

1. The university graduate

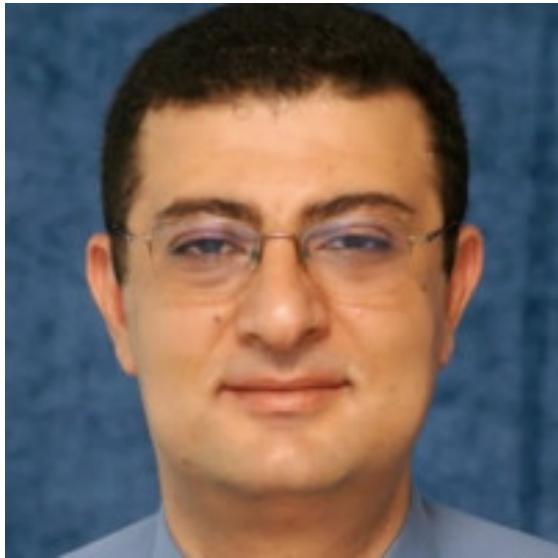


Name: Benna Kelso

Age: 22

Benna is a new graduate specializing in political science from the University of Toronto. She is eager to get into the job market and get into her career. She enjoys spending time with her friends and spends a lot of time on computers studying her various hobbies. Ever since she graduated, she's spent hours daily applying for 5-10 jobs and going through tedious application processes. She's goal oriented and never gives up. Use of computers comes naturally to her and she learns and uses anything that will help better herself and her chances to land that job she wants

2. The unemployed veteran



Name: Mohammed Kami

Age: 48

Mohammed is an experienced project manager with a decent career behind him. He recently quit his job and started looking for a new one. With no job, he has nothing to do but spend time with his family but he does spend roughly half the day looking for any job he can get. He doesn't like to spend a lot of time on one thing but will do so if he has to. He spent a lot of time on computers in his job so he's good with them but when it comes to learning something new, it takes a while. He's very task oriented but not very expressive.

3. The hiring manager



Name: Linda Michaels

Age: 38

Linda is a hiring manager for a medium sized firm. She's got plenty of experience with the hiring process and is knowledgeable enough about recruiting talent that she knows what to expect when posting a job advertisement online or offline. She likes to get her work done early so that she can go socialize and spend time reading or watching a movie. After consistently sorting through hundreds of resumes for every single job posting, she's getting tired and wants a way to narrow down the applicants faster to save money and time.