

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

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Employer looking for a diligent hard worker for website creation

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.
In a professional environment we follow a simple rule of trust but verify.
Communication and documentation are keys to our team's success.

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.
Johnathan is a young professional in his mid 30s who has worked his way up to a manager. He lives in the city of Chicago in an apartment. He works for a small tech company looking to branch out into a larger market. He respects hard workers and is goal oriented.

WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?
Johnathan is the type of person who prioritizes his work and sacrifices his free time. He enjoys what he does and would works for the love of his job as opposed to working for the money. He desires to keep climbing in his current company or perhaps take a higher position in a larger company. He is looking to hiring an individual with a similar mindset to his in order to be the best manager he can be.

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.
Johnathan is searching online for an individual who promotes himself or herself in a way that impresses him. He is looking for a person who has a nicely designed website as opposed to using a service such as a LinkedIn. He wants someone who promotes themself in a way that is favorable to promote the company that they may work for.

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?
This persona is a future employer who looks upon the website in search of an individual to hire to the company that they work for. He is pleased with various athletics and looks to find someone who is already knowledgeable and requires little training. The website works well if it is always updated with recent information in regards to the candidate looking for the job. Links to social media with professional content are a plus because it shows that the candidate is professional in and out of the workplace. The website also shows the candidates ability to handle complex projects based on the website aesthetics.
Which Trends, mindstyles or other indicators are applicable for this persona?
Up to date technology and nice aesthetics to a website help impress this persona.
How important are functional, emotional, expressive benefits.
These are all very important to this persona because it all has to do with the marketing of the candidate.
Fast or slow decision maker?
Why, how can you tell?
Fast decision maker because of goal oriented nature and where the persona places his priorities.
Decisions made on facts or emotion?
Why, how can you tell?
Based on emotion because the way the candidate promotes himself provides this persona with an impressed emotion.

