



Ronny, the always-connected headhunter

primary persona

I need to always be in touch. Both with my clients and with my family.

Summary

- Ronny is 40 and lives with his wife and two children in the suburbs of a larger city
- He runs a headhunting business, recruiting employees mainly in top management
- Ronny is an advanced IT-user, combining laptop, palmtop (handheld computer) and mobile phone in his daily work

Goals

- being available to his customers and communicating effectively with them
- consolidating and extending his business
- staying in touch with his loved ones, keeping track of them and making sure they are fine

Demographics

Age 40
Occupation headhunter, CEO
Location Chicago
Marital status married
Children 2: Jacob & Lizzie
Income 110.000 \$
Education IT Bachelor, MBA
Hobbies sailing, skiing

Device usage

computer Dell Laptop
Cell phone Motorola MPx220
Palmtop HP iPAQ HX2490
Primary Device Laptop
Level advanced
Web 30hours/week
Phone 20hours/week
Programs IE, Outlook, MS Office

Information usage

Info contacts, cv-s, appointments
Media all electronic
Mobile locations commuter train