

LINKEDIN.COM

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Personas Document

This document, prepared by the PSTIA Company, details the primary personas to be used for making design decisions regarding the LinkedIn Salary Module.

Salary Module Personas

PREPARED FOR LINKEDIN.COM



EXECUTIVE OVERVIEW

To better focus efforts and ensure end usability with targeted users, PSTIA has constructed three primary personas. Each of these personas drive a certain perspective of the Salary Module's user experience and bring to light use cases which PSTIA will optimize for in the feature design. Our three personas include a Job Hopper, a Hiring Manager, and a Career Seeker. Each of these personas is seen to represent a specific, yet large group of users who will use the Salary Module in a similar fashion.

The Job Hopper: Nicki Travers

- Has years of experience
- Is looking for a new job
- Is considering relocating

Hiring Manager: Rick Martinez

- Is researching competitive salaries for a new position
- Is considering relocating the new hire
- Knows the specific skills/experience the new hire should have

Career Seeker: Candy Dawson

- Is researching future career options
- Is curious about various geographic locations
- Does not have prior experience

Persona: The Job Hopper - Niki Travers



Demographics:

34 years old, Female, Married, No Kids, Gig Harbor, WA

Education: BA in Psychology, MA in Communications

Job Title: Senior Publicist and junior partner at a boutique public relations firm

Computer/Internet Experience: Nicki is very comfortable on the computer. She uses a soft-phone on her Windows laptop and numerous IM clients for communication throughout the work-day. She is a power-user of Microsoft Outlook and has an elaborate system of filtering emails so that no detail gets lost. She syncs her calendar and contacts with her Blackberry so that she always has this information when on the go. She has done a great deal of research online

and is familiar with blogs and wikis. Still, Nicki prefers old fashioned communication methods (phone and in person) in her personal life and rarely uses the computer at home.

Typical Day: Nicki has numerous clients including authors, professors/expert lecturers, models, musicians, and corporate executives. She spends the majority of her day on the phone, utilizing her vast network and contacts to arrange and oversee public appearances for her clients on talk shows, radio interviews, book signing events, industry conferences, etc. She also tracks the press received by her clients on tv, radio, print, and internet sites/forums and develops strategies for improving their public image and correcting inaccurate information. Nicki travels frequently to accompany certain clients to various pr events.

Previous Job experience: Executive Assistant, Promotions Coordinator at a radio station, Public Relations at Microsoft

Skills and interests: Nicki is an aspiring writer, and spends much free-time blogging and writing free-lance articles (several of which have been published). She also enjoys acting and has performed in community theater (though the demands of her job prevent this from happening often).

How has she found jobs in the past?: Nicki is one of those people who seems to know everybody and is a natural at self-marketing. Most of her jobs, therefore, have been obtained through friends or acquaintances.

PREDICTED APPLICATION USAGE

Goal in using application: Nicki and her husband want to start a family, but Nicki's very busy and high profile job don't seem conducive to the kind of flexibility she would need to manage a career and child. Nicki loves her work and doesn't want to give up her career, but is realizing that she will never be able to balance the hours required to become a partner at her current firm with the demands of motherhood. Nicki is therefore, looking for a new job that will achieve a better work/life balance. She is considering taking her considerable experience to a non-profit or arts organization. Nicki has no shortage of contacts and regularly receives calls and offers from head-hunters but has little knowledge and contacts within the non-profit and arts community. She knows she will have to take a pay cut were she to take such a job, but she doesn't have any idea how much money she can reasonably ask for.

Top tasks within the application:

- Research the salary rates for public relations and marketing jobs in her targeted industries
- Use the salary tools to evaluate salary and benefits for specific job opportunities

How often and in which cases will they use Salary Module?: Nicki will first use the salary tool to figure out how much money she can make with her experience and education in different industries. She has a minimum salary figure in mind that she would accept and wants to find out her options. Once she has collected the information needed to target her job search, Nicki will probably use the tool regularly as she considers specific job opportunities.

What will they consider success when using this application?: Success would mean finding a new job with more flexibility and better hours, that pays enough to continue her current lifestyle.

What would her ideal interaction be like? What would Salary Module do for her? What would the experience be like?: Nicki has considerable experience, an excellent reputation in her field, and graduated from top schools. She wants a salary tool that helps her see how she stacks up against others with her level of education and experience and wants to find a job where these are considered assets.

APPLICATION QUOTES

- "I'm tired of working 60+ hour work weeks and being on call after hours."
- "With the zillions of people I know, it's surprising that I don't know anybody in the non-profit world."
- "Job satisfaction is more important to me than money, but I'd hate to reduce my standard of living too much by taking a new job."

Persona: The Hiring Manager – Rick Martinez

**Demographics:**

39, Male, Divorced, Boise Idaho

Education: BS in Computer Science

Job Title: Information Technology Manager, Hewlett-Packard

Computer/Internet Experience: Rick is an expert user, and has experience with designing, building, and maintaining software as well as writing his own software. He loves technology and is a gadget freak.

Typical Day: Rick is responsible for managing the day-to-day operations of the corporate help-desk/desktop support team that provides technical support to employees of HP in the Boise area. He has over 50 people reporting to him. He is responsible for hiring and training all staff, ensuring excellent customer service (and crisis management when it is not), vendor management, and coordinating IT projects with other teams.

Previous Job experience: Engineer, Systems Administrator

Skills and interests: Rick spends much of his time off “geeking out” and also loves playing baseball and spending time with his two boys.

How has she found jobs in the past?: He has primarily used job search engines such as DICE, but also makes use of networking opportunities through computer user groups and a local Toastmasters group that he participates in.

PREDICTED APPLICATION USAGE

Goal in using application: IT Support jobs experience a high turnover rate which may be attributed to long hours, cranky customers, and a primarily young work-force. As a result, Rick seems to always have at least 1 or 2 openings on his team despite the fact that he is an excellent manager. Rick regularly uses online tools like LinkedIn, Craigslist, and DICE to search resumes and put up job postings. Rick tries to always keep on top of salary trends in the IT industry, as he has found that workers who are most satisfied with their salaries tend to stick around longer. He has found some of the current online salary tools slightly useful, but lacking information specific to various industries and locations, and not very helpful in evaluating a job candidate’s experience and education in terms of salary.

Top tasks within the application:

- Find out what competitors in his industry are paying helpdesk and desktop support personnel so that he can stay competitive while still keeping an eye on the bottom line.
- Try to find out what a potential employee might have earned at a previous company to aid in making salary offers.

How often and in which cases will they use Salary Module?: Given the high turnover rates in Rick’s department, this tool will likely be used on a weekly, ongoing basis.

What will they consider success when using this application?: Success would mean that job candidates accepted the salary offers made by Rick based on the information he had found in the salary tools.

What would her ideal interaction be like? What would Salary Module do for her? What would the experience be like?: Rick is especially concerned with what companies similar to his are paying their IT support workers.

APPLICATION QUOTES

- " IT salaries seem to fluctuate as the economy does. I need something to help me keep on top of the trends."
- "Good support people are surprisingly hard to find. Those that are good know it, and demand salaries that demonstrate it."

Persona: The Career Seeker – Candy Dawson



Demographics:

19, Female, College Freshman at RPI, Troy, NY

Education: Temporarily enrolled in General Studies

Job Title: Student

Computer/Internet Experience: Candy grew up with computers in her household and uses a laptop and the internet regularly for classes. Candy researched her potential colleges online and is on many social networking websites including both Facebook and Myspace. Candy uses her mobile phone a lot for communicating with friends and is a huge fan of SMS messages. Candy would rather not delve into the computer innerds and takes her computer to the Help Desk if she has any problems. Candy uses technology, but she would prefer not to get into the

technical details of anything.

Typical Day: Candy wakes up at 8am to get ready for her 9am class. Candy isn't a morning person and skips breakfast, but sometimes manages to grab a bagel and cup of coffee on her way to class. Throughout the day she meets up with friends and catches up on all the days going-ons. Candy is astute to her social network and enjoys being on top of everything related to her friends. At this point in her life she is trying to identify a particular area of study she would like to pursue as she needs to decide by the end of the semester. It is always on the back of her mind, but like most things, Candy waits till the last minute and would prefer to spend her time chatting it up with her girlfriends. In the evenings Candy attends social events on campus and will spend an hour finishing her home-work before going to bed.

Previous Job experience: Waitress at TGI Fridays for 2 summers in High School

Skills and interests: Candy participated in Basketball and Softball in High School. While she currently doesn't play any sports, or participate in clubs, she and her friends are social butterflies and attend many of the college sporting events and campus activities. Candy has recently taken up an interest in a lecture series hosted by the Biology department, and also enjoys going to showcases hosted in the Arts department.

How has she found jobs in the past?: Candy applied directly for her job at TGI Fridays by speaking with the manager on one of her visits.

PREDICTED APPLICATION USAGE

Goal in using application: Candy would like to find out more about what career possibilities she might find if she pursued something in either Biology or the Arts fields. Candy would like to live near a beach after graduation and would like to find a field which would allow her time to earn at least a modest income while giving her free time to hang out with her friends. Candy will perform salary searches comparing various locations in the fields of Biology & Art, as well as the cost-of-living differences between locations. She'll also use Linked-in to find people she knows who already live in the various geographic locations. Her top choices in her mind are Miami, San Diego, and Los Angeles.

Top tasks within the application:

- Compare potential jobs in the areas of Biology & Art
- Compare geographic locations between Miami, San Diego, & Los Angeles.
- Find out how much she would be able to make and if it is enough to have a modest living.

How often and in which cases will they use Salary Module?: Candy will wait until it is time to enroll in her next semester courses to do her investigation into the potential fields. Candy will use the Salary Module to perform job & salary comparisons on over 30 Job Titles in 3 different locations. With an account established, Candy will return to LinkedIn to manage her professional network throughout college and beyond, returning to the Salary Module when it comes time to get her first out-of-college job.

What will they consider success when using this application?: Success would mean having confidence after enrolling in her Biology program that she chose the right path based on her research.

What would her ideal interaction be like? What would Salary Survey do for her? What would the experience be like?: Candy would like to perform searches fast and be able to tweak her searches little by little without having to re-enter lots of information. The Salary Module would show her salary results that she can expect upon graduating college, as well as see how those salaries will change as she becomes more experienced.

APPLICATION QUOTES

- "On most websites it is hard to find out what other people like me do after school and what I can expect after graduation."
- "These student loans are going to kill me, this is going to be an important decision for me and I need to trust the results."