



## 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