

About Qualcomm

Personas

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Submitted By: Atmosphere BBDO

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Personas

What Are Personas?

Personas are characters developed to represent the needs and personal characteristics of site visitors.

They are created by classifying feedback from stakeholder interviews, audience experts, and analyzing user surveys and usability studies.

How Will the Personas Be Used?

Personas serve as a “reality check,” allowing us to focus on end-user needs and desires throughout the process.

These personae will help keep the Atmosphere, H&K and QUALCOMM teams on track through the Information Architecture, Content, Design, and Development phases.



Life Motivation/Goals:

- Looking for a career position
- Wants to learn to surf (but don't tell his parents)
- Would like to play guitar in front of an audience

Frustrations:

- Back with parents after college
- Can't find anything beyond temporary or consulting work
- Not thrilled by Taiwan after grad school in California

Uses Web For:

- Keeping in touch with overseas friends
- News
- Entertainment

Frequented Websites:

- Gizmodo
- Facebook
- Homestar Runner

Web 2.0 Familiarity

- High Familiarity, Digg user, Del.icio.us user

Top Publications:

- Game Informer
- Caltech News
- Electronic Musician

Narrative: Steven Chu is, in every way, a geek. He has been taking things apart and putting them back together since his childhood in Taipei. This led to his first degree - computer science - which he completed in just under three and a half years. He simultaneously started a computer repair company, first just fixing drives in his dorm room but eventually he ended up hiring two of his friends as occasional employees.

When Mr. Chu applied to the California Institute of Technology, it was kind of a joke, since his entire family was in Taiwan. But Mr. Chu had seen enough surf and sand on TV to know that he would go if given the chance. He was accepted and completed his MSEE while enjoying the party life of Southern California.

However, when he graduated, he had no money whatsoever to stay in the country to look for a job. The recruiters who came to campus were interested, but no job was offered. He moved back to Taiwan and again started up his computer repair company, working sometimes 5 hours a week, sometimes 60.

He wants to find a full time job where, in his words, "he can geek the days away." If it was in Southern California, he'd be even happier. His family, however, wants him to stay in Taiwan, or failing that, to stay as close as possible.

Name: Steven Chu

Degree/Job: BS, MSEE, Self Employed

Age: 25

Location: Taipei, Taiwan

Quote: "My job has to be good, has to be enjoyable."

Familiarity with Qualcomm: Medium

Favorite Food:
Cantonese, Thai, Mexican

Favorite Music:
Everclear, Pairote, The Wallflowers

Favorite Movies:
Pulp Fiction, Terminator 2, Hei jun ma

Favorite TV:
The Simpsons, The OC, KTV



Potential Scenarios

- 1) Steven wants a job. But since he has a top notch education, he wants a job that fits like a glove. His work in IP Stacks as an undergrad was considered first rate. His Masters thesis was about lightweight communications chips. Qualcomm seems like a good place to look, but where? How?
- 2) Steven has found a job description that is near perfect. He's going to apply, but where is the office? Is it close to the beach?
- 3) Steven has completed a first phone interview and it went extremely well. He is excited about the chance for a second round. Now he wants to know if Qualcomm is a social fit. What is the office atmosphere? Is it "IBM white shirt" or "dot com dog friendly"? Should he wear a suit?
- 4) Steven has a couple companies who are interested in him, so he is looking for differentiators. Does Qualcomm keep track of work-life balance so he could have a life outside work? How many people in the office are single, like him? Any Chinese?

Name: Steven Chu

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Employed

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Quote: "My job has to be good,
has to be enjoyable."

Familiarity with Qualcomm:
Medium



Life Motivation/Goals:

- To buy a house in Silicon Valley
- To ride the "next big thing" in tech, either in job or in investment
- Dreams of retiring early

Frustrations:

- Not enough time for every ambition
- Development job is starting to bore, wants to get more into strategy

Uses Web For:

- All News (no newspapers, no TV news)
- Communication
- Job/ Investment Research
- Entertainment

Frequented Websites:

- Gizmodo
- BoingBoing
- Engadget
- Ars Technica

Web 2.0 Familiarity

- High Familiarity, Blogs regularly, Digg user

Top Publications:

- Wired
- Hemmings Classic Cars

Narrative: Kevin Arndt arrived in the Bay Area just as the Dot Bomb hit. His 'guaranteed' job disappeared while he was driving across Nevada. However, rather than give up and go back to Missouri, he decided to stick it out and wait for the next rising tide in Silicon Valley.

Since the bottom fell out, Mr. Arndt has worked as a furniture mover, a web designer, a code monkey, developer, and finally senior developer. He now has a job with a software firm that has been in the desktop sector, but is moving more toward specializing in the mobile area. He is familiar with all the ins and outs of Nokia, Motorola and all the players. He's been to Japan a couple times to work with their partners there, and has even visited Qualcomm once. (He was the developer's representative on the committee that decided to partner with Qualcomm, in part because of the enthusiasm of the employees in the company.)

He has a solid position, he knows the market, and has a few innovative ideas. His job requires him to keep up to date on the latest trends and ideas, which plays into his quiet dream. He can't help but think he missed his chance to strike it rich, so maybe in his day job he'll see the 'next big thing' and make the great leap into the Silicon Valley pantheon.

Name: Kevin Arndt

Degree/Job: MS, Senior Developer

Age: 32

Location: San Jose, CA

Quote: "What's Next?"

Familiarity with Qualcomm: High

Favorite Food:

Thai, Mexican

Favorite Music:

Motorhead,
Metallica, Tool,
Classic R & B

Favorite Movies:

Old School,
Harold and Kumar
Go to White
Castle, Rolling,
Kansas

Favorite TV:

Robot Chicken,
The Office
(English), Curb
Your Enthusiasm



Potential Scenarios

- 1) Kevin is building a mobile commerce application for a client. His first job is to choose a development platform for the app. He wants to take a look at BREW to see if it might do exactly what he needs.
- 2) Kevin's company is trying to differentiate itself in Silicon Valley by augmenting and highlighting their mobile offerings. Kevin has been asked to come up with a strategic statement that picks a primary development platform and then, with that strategic vision in hand, come up with a list of key skills the company has and doesn't have.
- 3) Kevin has always heard from his Qualcomm counterparts that it is a great place to work. He isn't really looking for a new job, but he'd be interested if he found an ideal position.
- 4) Terrible news – Kevin has been asked to participate in a sales presentation for his company. He doesn't want to do it, but he has to be 'The Technology Guy' and part of his presentation is to explain very quickly and concisely who Qualcomm is, and then move on to more detailed discussion about what software he has helped build.

Name: Kevin Arndt

Degree/Job: MS, Senior Developer

Age: 32

Location: San Jose, CA

Quote: "What's Next?"

Familiarity with Qualcomm: High



Life Motivation/Goals:

- Make his current small fortune into a large fortune
- Prove that he can handle telecommunications investments
- Get his ASA blue water certification and sail around the world

Frustrations:

- Companies that hide bad news
- His tiny office and tiny apartment downtown
- Recent divorce

Uses Web For:

- Research
- To keep in touch with business connections
- Jokes, watercooler topics

Frequented Websites:

- Bloomberg
- Boston.com

Web 2.0 Familiarity

- Moderate, Uses RSS frequently

Top Publications:

- Wall Street Journal
- Sailing Magazine

Narrative: James Filippone grew up in and around Boston, got his MBA from Boston University and is an avid Red Sox fan. However, he had to move to New York 12 years ago to solidify his career in the finance industry. He still travels to Boston at least once a year to see family and to sail around the Cape.

Mr. Filippone became an expert in analyzing real estate investment firms and funds. He finally got a directorship just as the real estate boom peaked. He rode the crest of the wave of investment in the area for nearly two years when the bottom began to fall out. He did his best to hedge bets, sell short, and every other strategy he could think of when a market is on a downward slope. In doing so, he kept his portfolio afloat, but was completely blindsided when his company decided to get out of the real estate market entirely.

Mr. Filippone used his defensive strategy success and every favor he built up in the company to secure a transfer before the ax fell. Unfortunately, the only open slot at a decent salary was in telecom stocks, which he knew next to nothing about.

100% of his time is spent getting up to speed on his new area of expertise. He has had 4 months to ramp up his knowledge of every aspect of the telecom industry and how it is managed.

Name: James Filippone

Degree/Job: MBA/ Analyst for Trading Company

Age: 40

Location: New York, NY

Quote: "Gimme something solid that I can work with."

Familiarity with Qualcomm: Low

Favorite Food:
Steak, Barbecue

Favorite Music:
Coldplay, David Gray

Favorite Movies:
The Simpsons, The Elegant Universe, Kill Bill

Favorite TV:
NBR, Flip That House, On the Markets



Potential Scenarios

- 1) James has to do an in depth analysis of Qualcomm and their competitors, but purely on the numbers. He needs a quick rundown of QCOM over the last 5 years, complete with EBITDA, P/E, P/E/S, the whole nine yards.
- 2) James has been asked to give an opinion on the court issues that Qualcomm faces. His Google searches have turned up little bits here and there, but he wants the story from beginning to the current standing.
- 3) James is doing a PowerPoint presentation in less than 2 hours. He needs a quick blurb about Qualcomm's value proposition. He needs text to describe how the business model works and with as few 'marketingese' phrases as possible.
- 4) There's a roundtable discussion coming up about the Telecommunications Industry. James, who always does his homework, wants a history lesson on Qualcomm. He'll be up on the stage with an audience of other experts asking him questions. If Qualcomm was formed in a garage, he wants to know the address of that garage.

Name: James Filippone

Degree/Job: MBA/ Analyst for Trading Company

Age: 40

Location: New York, NY

Quote: "Gimme something solid that I can work with."

Familiarity with Qualcomm: Low



Life Motivation/Goals:

- Write a novel
- Keep her kids happy
- Protect the nest egg

Frustrations:

- Never enough time
- Never enough time
- Frustration with job

Uses Web For:

- Communication with the family back home
- Stock research
- Entertainment

Frequented Websites:

- Youtube
- Fool.com
- TheStreet.com

Web 2.0 Familiarity

- Low Familiarity, Tried blogging and RSS

Top Publications:

- Time Magazine
- Architectural Digest
- Washington Post

Narrative: Geetha Sivasilam arrived in California with her parents and took the American sounding name of "Ellen". At only 7 years old, she knew a surprising amount of English despite never having formally studied the language. Her immersion into the public school system in Los Angeles taught her the language and a great respect for how a flash of intelligence can catapult you into a favorable place.

She got a degree in Biology, but never pursued a job in that field. She married her college sweetheart, a political science expert from Delaware. Soon after he was offered a job as a consultant in DC, so they decided to move and make their fortune on the east coast.

In the years since that, they've joined the "House, 2 car, 2.2 kids" mainstream, even amassing a significant amount of savings, which Mrs. Lee has invested wisely. One of her favorite picks was Qualcomm, in which she invested heavily. She is now concerned that that investment may be in danger. She wants to know if she should keep that part of her nest egg where it is, or to move on to another company.

Name: Ellen Lee

Degree/Job: BA Biology, Part Time Arts Administrator

Age: 43

Location: Gaithersburg, MD

Quote: "What's the real story?"

Familiarity with Qualcomm: High

Favorite Food:

Indian, Italian, Vegetarian

Favorite Music:

Traditional Indian (Tamil), Shania Twain

Favorite Movies:

The Sting, Babette's Feast, Pirates of the Caribbean

Favorite TV:

Survivor, You Think You Can Dance, Wall Street Week



Potential Scenarios

- 1) Ellen made a bundle investing in Qualcomm; so much so that she is concerned about the Alternative Minimum Tax if she sells it all in one go. She has the date that she bought in, but she doesn't recall the price, so she needs the price per share of QCOM as of February, 1997.
- 2) Ellen knows Qualcomm the investment, but she doesn't know about the legal issues that are hinted at fool.com. She would like to hear what Qualcomm has to say about the current state and how it will affect profits.
- 3) Ellen has been researching new stocks and is thinking of selling her shares to pick a bigger growth stock. She's enjoyed the rocket called QCOM, but it hasn't been soaring the last few years. Is there anything in the pipeline that will boost it into orbit again?
- 4) Ellen will be in Southern California in March visiting relatives. She knows the stockholder's meeting is usually in March, but what day? She's never been to an annual meeting and is curious if it would be easy to attend and if she has to register.

Name: Ellen Lee

Degree/Job: BA Biology, Part
Time Arts Administrator

Age: 43

Location: Gaithersburg, MD

Quote: "What's the real story?"

Familiarity with Qualcomm: High

**Life Motivation/Goals:**

- Pay the Mortgage
- Transition with the paper into the online world
- Keep the kids in college and out of trouble

Frustrations:

- Youngest kid wants to be a rock star
- Although she prefers print to online newspapers, she has accepted the move
- Considers the web the least trustworthy source of information

Uses Web For:

- E-Mail
- Research for Job
- Investment Research
- Sports News

Top Publications:

Svenska Dagbladet
National Geographic
Turn-Sanomat

Frequented Websites:

Euronext.com
cnn.com
CNBC Europe

Web 2.0 Familiarity

- Low Familiarity, Uses RSS

Narrative: Marja Vahamaaki was a college student thinking of perhaps being a writer when she saw "All the President's Men." It inspired her so much that she delayed her imminent graduation (with a degree in literature) and changed to become a journalism major. She graduated and soon found work in suburban Helsinki and then Stockholm.

Over the years, she has covered nearly every beat in a newspaper, gaining a reputation as the 'go to woman' for story backgrounds. She started with obituaries, then moved on to local news, and finally became one of the first female sports reporters for the *Dagbladet*. In those years she became an expert at using the quirky media archive systems (Lexis, VMS, Burrelle's) and complained loudly when they morphed into new (web based) interfaces.

A few years back, her husband was offered a dream job in Turku and they decided to move there to raise their growing family.

Mrs. Vahamaaki learned to love the area, and even became a passionate TPS fan. Her job with the *Turn-Sanomat* was perhaps not as impressive as the *Dagbladet*, but it gave her a chance to cover the politics beat for several years. Finally, in hopes of getting a normal schedule, she asked to be transferred to the business beat.

Mrs. Vahamaaki has been covering the tech boom in Finland for several years. She has connections in nearly every company (including Qualcomm) and knows the stories she wants, but she needs the website to give her readers background information, and, when she writes a controversial piece, to confirm every fact.

Name: Marja Vahamaaki**Degree/Job:** BA, Business
Reporter for SoCal newspaper**Age:** 52**Location:** Turku, Finland**Quote:** "I write what I know. No more, no less."**Familiarity with Qualcomm:** High**Favorite Food:**
Italian**Favorite Music:**
Classical, Old
Blues, Muddy
Waters**Favorite Movies:**
All the President's
Men, Man Without
a Past**Favorite TV:**
TPS (Hockey)
Games, Evening
News, Eurovision



Potential Scenarios

- 1) Marja wants to interview the boss, CEO, Dr. Paul Jacobs. She's asked a few contacts inside the company, but nobody seems to know how to arrange that or even if it is possible. Who does she contact first in order to set up an interview?
- 2) Marja would like to do an in depth analysis of Qualcomm's product roadmap. She has a few contacts inside the company that she wants to interview, but she needs background in order to form intelligent questions.
- 3) News comes over the wire that there is talk of a settlement of one of Qualcomm's cases. All of her contacts are in the tech and HR sectors. Where does one start to get in touch with the legal department for confirmation? Before writing the story, she also needs deep background info on the case.
- 4) Marja is writing a 'Tech in 2020' article and wants to know what the visionaries inside Qualcomm have in mind. If they could discuss the current roadmap and dream about the future, that would make her article a hit.
- 5) Business she knows, but her 'technospeak' is a bit rusty. She is hoping that Qualcomm has a communications tech primer to make sure she knows what the latest TLA (Three Letter Acronym) stands for.

Name: Marja Vahamaaki

Degree/Job: BA, Business
Reporter for SoCal newspaper

Age: 52

Location: Turku, Finland

Quote: "I write what I know. No more, no less."

Familiarity with Qualcomm: High



Life Motivation/Goals:

- Finish college
- Get married
- Get out of Florida

Frustrations:

- Too many classes
- Not enough fun
- Hates her food service job

Uses Web For:

- Everything
- Calendar
- SMS (Meebo)

Frequented Websites:

- Facebook
- Meebo.com
- Google Office

Web 2.0 Familiarity

- Moderate Familiarity

Top Publications:

- People
- Wired

Narrative: Amanda grew up in Sarasota, Florida. A good student, she graduated with honors despite spending most of her time on the soccer field.

She is now enjoying her sophomore year at Miami University ("Go Canes!"), majoring in Marine Biology. She is trying to arrange a junior year abroad, either with the Semester at Sea program or, if she's really lucky, the *Departamento de Oceanografia e Pescas*, a specialty marine biology school in the Azores.

She is a certified member of the 'Tribe of the Thumb,' sending upwards of 75 text messages a day. She would rather give up ice cream than her cell phone. Not quite a certified gadget geek, she is already looking around for a better cell phone.

Name: Amanda Hughes

Degree/Job: College Student

Age: 20

Location: Miami, FL

Quote: "Wireless everything!"

Familiarity with Qualcomm: Low

Favorite Food:

Vegan

Favorite Music:

KT Tunstall,
Culture Club, 80s
music

Favorite Movies:

Shrek, Finding
Nemo

Favorite TV: You

Think You Can
Dance, CNET
Gadget Guide
(Tivo)



Potential Scenarios

- 1) Amanda saw the "Wireless Lifestyle" video on youtube and is curious about who Qualcomm is and what they do.
- 2) Her thumbs hurt. Is anyone working on a better text messaging system?
- 3) If the Azores semester happens, will my phone work overseas? What do they use overseas?
- 4) Amanda, the diehard Miami Hurricanes fan, wants to track the team more closely (such as receiving scores and video highlight updates). How would she find out how to get this on her phone?
- 5) Amanda wants to personalize her phone. She saw a friend who had a Radiohead-inspired theme on her phone and thought it would be cool to brand her phone with Miami Hurricanes theme. How would she go about finding out how to do that?

Name: Amanda Hughes

Degree/Job: College Student

Age: 20

Location: Miami, FL

Quote: "Wireless everything!"

Familiarity with Qualcomm: Low