

G7 Labs Personas

Let “User” represent any lower class senior immigrant who will use our app

User

Bio
I am from a country that is not Canada. I am an elderly person and I have difficulty using technology.

Core needs
• Need Help using all forms of technology

Frustrations
• Can't use technology.

Personality
Community Oriented
Impatient Friendly
Caring

Accessibility needs
• Any

Frame

AGE 60+
EDUCATION N/A
STATUS N/A
OCCUPATION N/A
LOCATION N/A
TECH LITERATE Extremely Low

“ I have trouble navigating my way through all forms of technology

User's Stories

As a user, I want to be able to find my important contacts quickly so that I can call family/friend/emergency quickly if needed.


As a user, I want to be able to navigate my phone easily so that I do not get overwhelmed with all the massive choice of options.

As a user, I want to be able to change my phone's settings so that I can customize them to my needs.

As a user, I want to be able to take pictures easily without all the advanced unnecessary options so that I can send more pictures to my family easily.

Let “Marie Curie” represent any lower class senior immigrant who is visually impaired and will use our app.

Marie Curie



AGE

67

EDUCATION

N/A

STATUS

Married

OCCUPATION

N/A

LOCATION

North York

TECH LITERATE

Extremely Low

“ I have difficulty reading on my phone my eye sight is too weak and the text is too small

Personality

Family-Oriented

Impatient

Friendly

Caring

Bio

She currently lives in North York with her husband. She loves her children and grandchildren so much but they live in Oshawa and can't visit often. She would like to be able to communicate with them more often but she's having trouble navigating her phone.

Core needs

- Wants to be able to talk to and see her children and grandchildren more often
- Needs to wake up early in the morning to take her medicine
- Needs to be up to date with news back home as she has family there

Frustrations

- Can't find the contact of her children on the phone app
- Alarm app has way too many settings making it complicated
- Has difficulty reading the news on the phone

Accessibility needs

- Visually impaired
- Back pain


Marie Curie's Stories

As Marie Curie, I want a large text size on my phone so that I can easily open the apps I need.

As Marie Curie, I want an audio reading of texts so that I do not strain my eyes.

Let “Li Wei” represent any lower class senior immigrant who has language barriers.

Li Wei



AGE68

EDUCATIONN/A

STATUSMarried

OCCUPATIONN/A

LOCATIONMarkham

TECH LITERATEExtremely Low

“ I’m having trouble using my phone to interact with people as everything is in English and I don’t understand it fully yet.

Personality

Family-OrientedImpatient

FriendlyCaring

Bio

She recently moved to Canada from China. She’s having trouble interacting with her new environment. Neighbors and doctors message her in English and she can’t reply back properly. She’s trying to stay up to date with what’s happening in Canada but all the news are in English. She wishes she can do communicate with her native language easily through her phone.

Core needs

- Communicate with people messaging her in English
- Read the local news
- Wants to wake up early to take her medicine

Frustrations

- Can’t read articles online as she doesn’t understand them.
- Can’t understand messages sent to her in English
- Have trouble replying back to messages in English

Frame

Accessibility needs

- Difficulty communicating in English


Lei Wei’s Stories

As Li Wei, I want to be able to change the app’s language, so that I can navigate my phone easily.

As Li Wei, I want to be able to get the translation of any article online, so that I can keep up with the news

Let Andres Gavi represent any person who is hearing impaired

Andres Gavi



AGE

64

EDUCATION

N/A

STATUS

Unmarried

OCCUPATION


N/A

LOCATION

Etobicoke

TECH LITERATE

Extremely Low

 I have a hard time hearing when someone calls or texts me because I am hearing impaired

Personality

Family-Oriented

Impulsive

Kind

Welcoming

Bio

He currently lives alone in an apartment. His son and daughter often visit so they can take him to his doctor appointments or help complete house chores. He tends to miss their calls and not hear them knock or text him. He also has a hard time watching videos on his phone since he can not hear them.

Core needs

- Wants to be able to know when he is receiving calls
- Needs subtitles for when he watches videos on his phone
- Wants physical and visual queues for when he receives notifications such as texts

Frustrations

- Can't understand people when on a call
- Misses waking up on time due to not hearing notifications such as an alarm
- Does not know what people are saying when watching videos

Accessibility needs

Accessibility needs

- Hearing Impaired
-
-

Andres Gavi's Stories

As Andres Gavi, I want to be able to enable a speech to text option so I can have subtitles for any video that I am watching on my phone.

As Andres Gavi, I require my notifications like alarms and text messages to give visual and physical queues such as buzzing and or letting off a flash from the back camera.

As Andres Gavi, I want voice over to speak items on the screen so that I can have better hearing accuracy.