

Karen Radcliffe

age: 74

residence: Columbia, South Carolina

education: Bachelors in biochemistry

occupation: Social Security

marital status: Married



"I have just learned how to use this darn iPhone, but these letters are too tiny for me to read!"

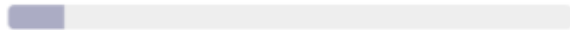
She just learned how to use an iPhone well and she downloaded fakebook to talk to her friends. She is having trouble reading the posts because the fonts are too small.

Comfort With Technology

INTERNET



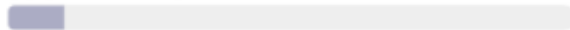
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Larger fonts
- More accessibility

Values

- Reading
- Following the news

Criteria For Success:

An app that improves fonts for people who have trouble reading small letters.

Wants

- An ability to contact her other bad eyesight friends on fakebook

Fears

- Spiders
- Clogged toilets

Franklin Smith

age: 75
residence: Charlotte, NC
education: Bachelors Degree
occupation: Social Security
marital status: Married



I can't figure out how to turn the brightness up on this darn phone....

He is on his phone and cannot see the screen because it is too dark for him.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Easier tools to navigate the settings.

Values

- Family
- Football

Criteria For Success:

Needs an app to help him navigate the settings on his phone.

Wants

- To be able to use his phone comfortably without any confusion or problems.

Fears

- Death
- Reptiles
- Insects

Karen Becker

age: 81

residence: Baltimore, Maryland

education: Associate's of Agriculture

occupation: Retired

marital status: Married with Kids

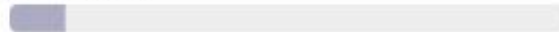


"Allegra are you listening to me? Turn off."

Karen spends her day watching tv and watering her plants. She recently got an echo device from her grandson to track her medications and is having trouble communicating with Alexa.

Comfort With Technology

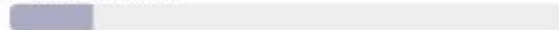
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Simple tutorials and more natural conversation with the device.

Needs

- Simple Interface
- Clear and loud conversation
- Easy customer support access
- Slow and guided tutorials

Values

- Learning opportunities
- Social connection

Wants

- Features that connect with grandkids, like games and stories
- Gardening Apps
- Limited access to prevent buying gift cards

Fears

- Hidden costs or surprise fees
- Getting hacked
- Getting scammed

Chester Stone

age: 73

residence: Tampa Bay, Florida

education: High School

occupation: Gas Station Clerk

marital status: Single

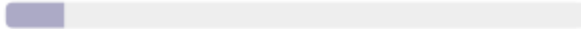


"This darn iPhone keeps always actin' up."

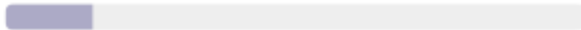
Chester is a retired air force veteran and just got an iPhone to talk to his family, and he can't seem to use it well.

Comfort With Technology

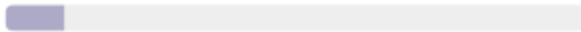
INTERNET



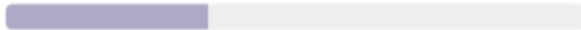
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Large fonts
- Accessibility Options
- Easy to read UI

Values

- Keeping up with loved ones
- Basketball

Criteria For Success:

Easy to access information on how to use his apps.

Wants

- To connect with his family
-

Fears

- Scammers
- Hacked Accounts
- Information Leaks