Persona

**Name: Carol and Bob Hanerman**

**Age: 53 & 56**

**Location: Stevens Point**

**Technical Comfort: Low, iPhone users**

**Occupation: Retired**

**Back Story**

Tell us a bit about their lives

• Recently retired empty-nesters

• Bought a pontoon when their youngest child left for college

• Upper middle-class

• Own two golden retreivers

**Motivations**

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

• Carol, the more tech-savvy of the two, thought it would be easier to use the app than their map of the flowage

• Just switched from Blackberries to iPhones; they haven’t fully adjusted yet and are hoping the app is simple to understand

• Only want to use the app’s basic mapping functionality, but may decide to track the places they’ve been the more they boat

• Heard about GIS Flowage App from a friend who had given them a copy of the GIS department’s first flowage map

**Frustrations**

What’s stopping them from choosing the service/website or annoying them?

• The multitude of options may be confusing

• Bob has very poor eyesight and often has trouble reading the small print on his iPhone

• Carol is forgetful and sometimes doesn’t remember where to find the apps she’s downloaded on her phone.

**Their ideal experience**

Their story including features and content which will help them have a great experience

• Very clear menu items

• Easy-to-read text and easily-spotted app icon

• Track previous spots traveled to

• Real-time GPS tracking so they can see where their boat is heading**Quote**

Sum up their experience with the website/organisation/service. Positive or negative.

**“We’re old, but we aren’t dumb!”**