

MARIA (49)

Bilingual community health worker

- Community college + healthcare certificate
- Bilingual (Spanish dominant)
- Smartphone from her phone service, home computer primarily her husband's, for his business

“I love this. It’s all here ... when I can find it.”

Ability

Prefers Spanish language sites, when she can find them; needs information and instructions written clearly

Aptitude

Adventurous, but not very proficient; husband and daughter set up bookmarks for her

Attitude

Thinks it’s wonderful to be able to have her favorite websites with her at all times

Assistive Technology

Skype Translation site

“When a site is confusing, I just leave.”

“When I hear and see it, health information makes more sense.”

17.8 million people in the U.S. speak English “less than well.”

Hispanic U.S. adults are more likely to use mobile devices and mobile search. They are more likely to take mobile pictures and video.

CAROL (74)

Retired bookkeeper

- Graduated from business college
- Retired; worked as a bookkeeper for a construction company for 25 years
- Older computer at home; basic mobile phone

“I just couldn’t understand what the screen was saying.”

Ability

First signs of macular degeneration, mild arthritis; hearing aid; no special AT on computer

Aptitude

Used computers when she worked as a bookkeeper, but now her grandkids keep her old home computer updated

Attitude

Willing, but not adventurous

Assistive Technology

Enlarges text, but little other adjustment

“My eyesight has been going for years.”

“Some sites have text that’s just so small.”

11 million people in the U.S. have age-related macular degeneration; many more have other forms of degenerative eye diseases.

After age 65, people have steep increases in disability, with over 59% experiencing a loss of hearing, vision, or dexterity. (U.S. Census says 38% of all adults have disabilities.) They are more likely to take mobile pictures and video.