

## Persona: Senior Citizen



### QUOTATION

"Age is just a number, but it does come with its own set of challenges. However, with the right tools and resources, we can still live life to the fullest and enjoy the convenience and benefits that technology has to offer."

### NAME

Henry Rollins

### AGE

68

### GENDER

Male

### LOCATION

Beetham Retirement Village

### OCCUPATION

Retired

### JOB TITLE

Retired

### HIGHEST LEVEL OF EDUCATION

N/A

### ANNUAL INCOME

\$30,000

### GOALS AND MOTIVATIONS

To go online and safely purchase a smart watch for his grandchildren.  
Motivated to purchase online because of covid and doesn't feel safe going out in public.

### FRUSTRATIONS

- Doesn't feel particularly comfortable with technology, eye sight is waning so is worried he might not be able to read things.
- Security concerns
- Slow loading times
- Complex forms

### CHALLENGES AND OBSTACLES

Henry is afraid about security and is worried about entering his credit card and other personal details.  
Henry is not very tech savvy and he may get lost or have issues finding what he needs.  
Henry may have a limited knowledge on the product that he needs.

### SOURCES OF INFORMATION

#### BOOKS

Biographies, Historical, Travel, Gardening

#### BLOGS

None

#### CONFERENCES

Senior advocacy, community conference

#### EXPERTS

Children, Grandchildren, other family and friends

#### MAGAZINES

National Geographic

#### WEBSITES

New Zealand Herald, Trademe, Wikipedia

