**Ruth Richardson**

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| Everyone thinks this little old lady is hysterical': the ... |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Goals:  Be able to buy a computer for my grandson  Age-appropriate computer  Good pricing  Purchase processing is fast and secure  Motivation:  Supporting her grandchildren’s wishes and education  Providing a thoughtful gift | Difficulty in reading  Lack of technical knowledge  Budget constrains  Time constraints  Trusting the brand or website  Obstacles:  Limited access to help  How it will be delivered and handled  Grandchildren’s expectations  Fear of overspending |
|  |  |
| **QUOTATION** | |
| **“I want a simple and fast way to purchase a computer for my grandchild’** | |
| **NAME** | |
| Ruth Richardson | |
| **AGE** | |  |  |
| 69 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Overwhelmed by technical information  Fear of making the wrong choice  Unclear product descriptions  Navigating the websites  Concerns about security and safety | **BOOKS** |
| Female | | **Novels, Bible, Fiction, Non-Fiction, Self-Help books** |
| **LOCATION** | | **BLOGS** |
| Ohio, USA | | **CNN, BBC, and The New York Times** |
| **OCCUPATION** | | **CONFERENCES** |
| Retired | | **N/A** |
| **JOB TITLE** | | **EXPERTS** |
| N/A | | **Doctors, Financial advisors** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| High School | | **Grand, AARP magazines** |
| **ANNUAL INCOME** | | **WEBSITES** |
| $12,000 | |  |  |  | **N/A** |