**PERSONA 1: Angela**

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| C:\Users\RUSSES6\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\8EF00920.tmp |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Her teenage granddaughter (she has 6 grandkids ranging in age from 4 to 18) has told her that she should get with the play, and get something new and high tech so that they can communicate when the granddaughter goes to university next year. She doesn’t want to be constantly on a mobile phone, so the granddaughter suggested that she thinks a smartwatch would be perfect, because they can keep in touch at any time.  She can definitely afford new products, she has money, she just doesn’t like to waste it – she likes things to be useful. | Angela is not in any way tech savvy. She can send an email on the computer, and she knows what online shopping is, but she’s never really done it and she definitely doesn’t know how to operate a smartwatch.  She’d like to know how to do the grocery shopping online, as people say it’s great and saves so much time, but she doesn’t really know how to get started. |
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| **QUOTATION** | |
| **I can’t really keep up with all this tech stuff, I don’t know how it all works, but the teens love it** | |
| **NAME** | |
| Angela Grukel | |
| **AGE** | |  |  |
| 60 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Angela has bad eyesight, she really struggles to read things on a screen and she has to keep her mobile phone at 100% brightness just to see things properly. | **BOOKS** |
| Female | | **Wuthering Heights is her favourite, but any romance is good. Also, Jilly Cooper too, it’s racy** |
| **LOCATION** | | **BLOGS** |
| East London, UK | | **Doesn’t know what a blog is** |
| **OCCUPATION** | | **CONFERENCES** |
| Grandmother (retired) | | **N/A** |
| **JOB TITLE** | | **EXPERTS** |
| “Nanny” | | **The Queen! And Helen Mirren. NOT Margaret Thatcher.** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| High School | | **Hello!, Red, House & Garden** |
| **ANNUAL INCOME (no income of her own)** | | **WEBSITES BBC, that weather website, Amazon UK** |