

# Wendy Hudson



AGE	45
EDUCATION	Bachelor
STATUS	Married
OCCUPATION	parent/carers
LOCATION	Sydney
TECH LITERATE	Medium

“ I’m trying to communicate with my child, but the information I can find doesn’t allow me to understand what the situation is.

## Personality

Introvert

## Bio

Works full-time; lives with partner and 15-year-old son.  
Uses desktop at work and iPad at home.  
Wants reliable, non-judgmental information.

## Core needs

- Learn the early signs of anxiety/depression in teens.
- Learn how to start a supportive talk with her son.
- Find youth-appropriate services close to home.
- Get a simple plan or checklist to bring to the GP or school.
- Needs readable text and clear buttons.

## Frustrations

- Medical jargon is hard to understand.
- Service directories do not explain what will happen in an appointment.
- Unsure about cost, wait times, and accessibility options.
- Small text and low contrast make pages hard to read.
- Many pages do not say which advice fits teenagers.

## How the Web app will address his needs

- Parent & Carer Hub with short guides: signs to watch, how to talk, support at school.
- Service Finder shows an interactive list with tags (youth, free, online, disability access).
- Service details page explains “what to expect,” cost, wait time, languages, and accessibility.
- Exportable plan/checklist (PDF/CSV) to take to GP or school meetings.
- Readable design: large buttons, high contrast, clear headings, keyboard focus.