A person wearing a blue shirt

Description automatically generated

Joe Marshall

Age: 74

Occupation: Retired

Family: Single

Location: Oakleigh

Character: Loving Grandpa

Joe is retired from the military. Since his retirement, he tries to keep active by doing different physical activities. Joe has 3 kids and 4 grandkids who live in different parts of the city. It is really important to him to see them as much as he can as he lives on his own. Currently, Joe is living in a 2 bedroom townhouse with his wife, Elle, and he drives his car most days.

Joe got a smartphone for the first time only a year ago. His eyesight is not as good as it used to be and he has difficulty reading instructions on the phone sometimes, especially when he forgets his reading glasses. Joe is still getting used to his phone and sometimes it takes him a while to work out how to use an app. Often he needs help from one of his children or grandchildren. He is unsure about putting in his credit card details to pay for things on apps and he is concerned about the security of his private data and whether it is safe to do a mobile payment. He is used to paying for parking with the stash of coins he always keeps handy in his car.

Recently, he has developed a problem with his hips, which is restricting his active lifestyle. Nonetheless, he insists on doing the domestic chores by himself including shopping and running errands. He often hosts his grandchildren on the weekend, or he drives to one of his children’s houses to catch up with them.

Goals:

* Arrive at the destination safely
* Be as independent as he can for as long as he can
* Maintain his active life
* Be able to use applications on his phone with simple and readable interface/instructions
* Know that the mobile payment is secure and his privacy is not being breached

Frustrations:

* He doesn’t like being taken care of or patronised
* At the moment he can’t do physical activities due to his health conditions
* Get his banking detail leaked
* Complicated instructions on mobile applications
* Driving around the city and finding a park when he has the grandchildren