

Juana Perez

age: 72

residence: Columbia, South Carolina

education: Bachelors in Sports Management

occupation: Social Security

marital status: Married



I really can't figure out how to turn this brightness up on this darn phone.

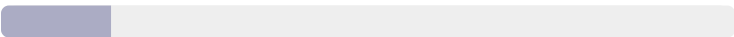
She is on her phone and cannot figure out how to turn the brightness up and she cannot see the screen

Comfort With Technology

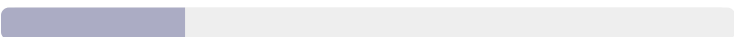
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs an app that has a tutorial on how to use the setting properly on her phone.

Needs

- Easier tools to navigate the settings.

Values

- Family
- Pets

Wants

- To be able to use phone comfortably without any confusion or problems.

Fears

- Insects
- Reptiles