Karen Becker

age: **81**
residence: **Baltimore, Maryland**
education: **Associate's of Agriculture**
occupation: **Retired**
marital status: **Married with Kids**

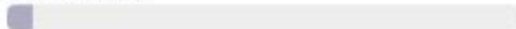*"Allegra are you listening to me? Turn off."*

Karen spends her day watching tv and watering her plants. She recently got an echo device from her grandson to track her medications and is having trouble communicating with Alexa.
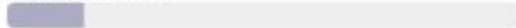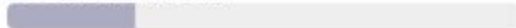
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Simple tutorials and more natural conversation with the device.

Needs

- Simple Interface
- Clear and loud conversation
- Easy customer support access
- Slow and guided tutorials

Wants

- Features that connect with grandkids, like games and stories
- Gardening Apps
- Limited access to prevent buying gift cards

Values

- Learning opportunities
- Social connection

Fears

- Hidden costs or surprise fees
- Getting hacked
- Getting scammed

Karen Radcliffe

age: **74**

residence: **Columbia, South Carolina**

education: **Bachelors in biochemistry**

occupation: **Social Security**

marital status: **Married**

"I have just learned how to use this darn iPhone, but these letters are too tiny for me to read!"
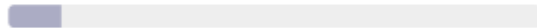
She just learned how to use an iPhone well and she downloaded fakebook to talk to her friends. She is having trouble reading the posts because the fonts are too small.
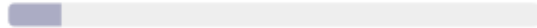
Comfort With Technology

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SOCIAL NETWORK

Criteria For Success:

An app that improves fonts for people who have trouble readding small letters.

Needs

- Larger fonts
- More accessibilty

Wants

- An ability to contact her other bad eyesight friends on fakebook

Values

- Reading
- Following the news

Fears

- Spiders
- Clogged toilets

Franklin Smith

age: 75
residence: Charlotte, NC
education: Bachelors Degree
occupation: Social Securtiy
marital status: Married

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

He is on his phone and cannot see the screen because it is too dark for him.

Comfort With Technology

INTERNET

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SOCIAL NETWORK

Criteria For Success:

Needs an app to help him navigate the settings on his phone.

Needs

- Easier tools to navigate the settings.

Wants

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

Values

- Family
- Football

Fears

- Death
- Reptiles
- Insects

Chester Stone

age: **73**
residence: **Tampa Bay, Florida**
education: **High School**
occupation: **Gas Station Clerk**
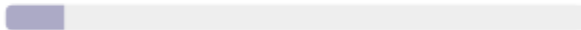marital status: **Single**

"This darn iPhone keeps always actin' up."

Chester is a retired air force veteran and just got an iPhone to talk to his family, and he can't seem to use it well.

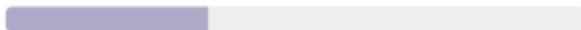## Comfort With Technology

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SOCIAL NETWORK

Criteria For Success:

Easy to access information on how to use his apps.

Needs

- Large fonts
- Accessibility Options
- Easy to read UI

Wants

- To connect with his family
-

Values

- Keeping up with loved ones
- Basketball

Fears

- Scammers
- Hacked Accounts
- Information Leaks