

## Tickify Persona – Archibald Cronin



Archibald is an 82 year old, divorced man living in a retirement home in Basel, Switzerland. He likes to spend a lot of time with people his age, whether it's playing cards, chatting or going to horse races and other similar sporting events. Keeping up with trends of the younger generations is also something he enjoys doing, so he tries to make use of his new cellphone and laptop to explore the web.

He's never used technology in the past, other than telephones on some occasions, and the nurses rarely ever have time to help him with it. He's pretty much self-reliant, since he also doesn't have any family (no kids or grandchildren) that could come visit and instruct him on these things. Even though the time and the will to learn are there, it still gets frustrating from time to time where he gives up. If only using the internet was as easy as typing in phone numbers on a rotary dial.

**Computer exp:                    3/10**

**Web exp:                            2.5/10**

**Online shopping exp:        1/10**