**user profile for middle-aged-people/customer:**

Middle-Aged-Customers are most likely more familiar with computers and the internet in general as for example elderly people. Usually people that age have a steady employment and may also have already started a family with children. Many middle-aged-people in their 30s or 40s most likely started an apprenticeship after they finished school. Some, on the other hand, started to study at a university after they finished school. Middle-aged-people usually don’t have any disabilities which might restrict or limit them in using a website properly.

**user persona for middle-aged-customer: MIKE HUNTER**

**Background:**

Mike Hunter is a 35-year-old, married man living in the United States of America. He is quite tall, has blond hair and brown eyes. His wife’s name is Daniela and they’ve been married for 7 years. They have a daughter, Anna, of 3 years. Mike is working in a logistics company and has a leading position. His hobbies are watching football games, playing billiard and going out to watch movies at the cinema with his wife or friends. Sometimes he just likes to spend his evenings alone to read some books.

**Web usage:**

Mike uses the internet daily. Mostly to check his e-mails, do transactions via online banking, buy stuff online or just to inform himself about what’s happening in the world right now. Even though he is not considered a “professional” in terms of the internet, he has no problem navigating through it and getting done what he wants to do. Also, even though some sites may seem complicated at first sight, Mike has no problem getting used to it and if there’s somehow a problem, he knows how to look up his problems and find instant solutions to it.

**Computer Savvy**

8/10

**Web Savvy**

8/10

**Online Shop Savvy**

8/10