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| --- | --- |
| AGE | 40 |
| OCCUPATION | Cashier |
| MARITAL STATUS | Married |

**ETHICAL PARENT ORGANIZED**



“Unless convinced of the integrity of the website, I wouldn’t buy or register for any programs online.”

EXPECTATIONS

* Reliable performance of the website
* Integrity of the website
* Trustworthy and honest content
* User reviews for a more humane experience
* Full profile of the doctors

FRUSTRATIONS

* Few unreliable websites and possible phishing scams
* Payment gateway issues

PERSONAL INTERESTS

* Browsing the internet, Shopping
* Parenting

BIO

Skyler is 40 years old and works as a cashier at Liberty Mountain Resort. She has worked in this role for the past 10 years. When it comes to making online transactions, she is very nit-picky and critical. Unless she is convinced of the integrity of the website, she wouldn’t buy or register for any programs online. With the possibility of phishing scams, fraudulent transactions or even just deceitful user experience, she tends to be much more wary with her clicks on e-commerce websites. She gets her children go through regular medical check-ups to ensure they are hale and hearty. She would choose online appointments only if the website looks truthful and fair in terms of design and reliable in terms of performance.