

Dominika Wonda

37 Years

@Bristol



ABOUT

Dominika has just given birth in the last two months but recently her husband has passed away. Being out of work due to the baby she is now unable to find a job quickly and does not have enough income to pay rent.

Dominika is confident with a phone but not comfortable using a desktop.

NEEDS

- To feel heard
- Reliable charity
- Contact advice
- Clear communication

FRUSTRATIONS

- Language barrier
- Not finding what she seeks
- Poor navigation

CHARACTERISTICS

Trait 1: Patient

Trait 2: Anxious

Trait 3: Cautious

TECHNOLOGY

Apps ● ● ● ● ○

Internet ● ● ○ ○ ○

Social media ● ● ● ○ ○

KEY WORDS

Mother

Barrier

Widow

Friends and Family

Mobile Apps