**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Sandra would like a smart watch so she could call her granddaughter because the granddaughter described a smart watch to her as a simpler smart phone. Sandra has no clue when it comes to operating a smart phone so she hopes that her granddaughter can help her through the learning process of the watch, and she can be done with the phone. | Sandra has never understood how to use the new smart phones and would always prefer to stick to her old flip phone. Sandras’s granddaughter has tried getting her to adapt but because of her dementia Sandra has never been able to. Because of Sandras lack of tech understanding her granddaughter needs a way to contact her, and needs Sandra to understand how to answer a call. |
|  |  |
| **QUOTATION** | |
| **“My Granddaughter tell me I need to get with the times”** | |
| **NAME** | |
| Sandra | |
| **AGE** | |  |  |
| 70 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Sandra has a serious dementia problem so her granddaughter hopes that the watch will be simple enough for Sandra to instinctively understand. | **BOOKS** |
| Female | | **The little old lady who broke all the rules** |
| **LOCATION** | | **BLOGS** |
| Napier NZ | | **(Doesn’t know what that is)** |
| **OCCUPATION** | | **CONFERENCES** |
| Retired | | **Whatever’s on at Napier RSA conferences** |
| **JOB TITLE** | | **EXPERTS** |
| Senior | | **Jacinda Ardern** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| High school Lvl 2 | | **New idea, Woman’s weekly** |
| **ANNUAL INCOME $**14788 | | **WEBSITES Daily mail, Facebook** |