

# John Smith

age: 69

residence: Birmingham, UK

education: MSc in Law and Finance

occupation: Retired Lawyer

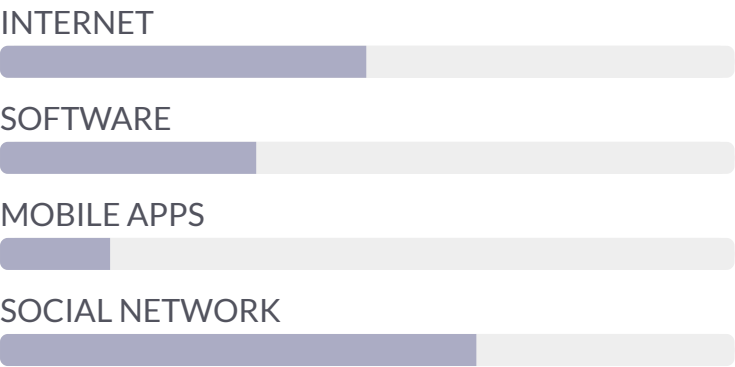
marital status: Married with 3 kids



*True peace is not merely the absence of tension: it is the presence of justice*

John is a retired lawyer who has spent most of his life practicing law and serving the community. He values his safety and the safety of his loved ones, which is why he is always looking for new tools to help him stay informed about potential risks and dangers in his neighborhood.

## Comfort With Technology



## Needs

- Safety concerns
- Community involvement
- Quick assistance
- Easy navigation
- Relevant information
- Trustworthy sources
- Privacy protection

## Values

- Safety first
- Community involvement
- Emphaty

## Criteria For Success:

Staying informed about current events, contributing to his community, and maintaining a healthy and active lifestyle. Success for John may also involve continued personal growth, learning new things, and achieving his goals, such as staying safe while out and about.

## How will this person use the app:

- John will use the app to feel safe and secure when he's out and about.
- He'll stay connected to his community through the app, and discover new local events and activities to attend with his grandkids.
- John can report any suspicious activity or crimes to the police through the app, helping to keep his neighborhood safe for his grandkids.

## Fears

- Death
- Technology
- Loneliness