

# Jane Davies

age: 65

residence: Birmingham

education: Secondary School Education

occupation: Retired

marital status: Married, Looking After Grandchildren



## *"Safety is a necessity for a flourishing community"*

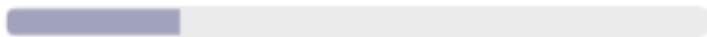
Jane Davies is a retired nurse, the primary carer of her grandchildren, and a longstanding member of the local community. Living in an area renowned for high crime rates, Jane is concerned for the safety of her family and fellow residents, therefore she is motivated to boost safety in the area.

### Comfort With Technology

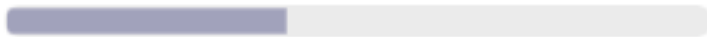
#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Needs

- Application should be easy to use and navigate.
- Safety concerns should be addressed.
- Access to accurate information quickly and easily.
- Easy communication with other users and relevant groups to foster a sense of safety.
- Access to guides and help for various dangerous situations.

### Values

- Leadership
- Safety conscious
- Focussed on community
- Caring
- Friendly
- Helpful

### Criteria For Success:

Staying up to date on crime alerts and relevant situations. Jane is also eager to contribute to her community through community events and activities to help make a difference, as well as helping others in the neighbourhood to feel safer and stay informed.

### How will this person use the app:

- Jane will use the app to stay connected and engaged with her community and interests.
- Jane will use the app to stay safe in her neighbourhood.
- Jane will use the app to stay up to date with recent crime alerts.
- Jane will use the app to get help with any potential risks or dangers that may arise.

### Fears

- Family member becoming a victim of crime
- Sustaining a serious injury
- Family or friends feeling unsafe