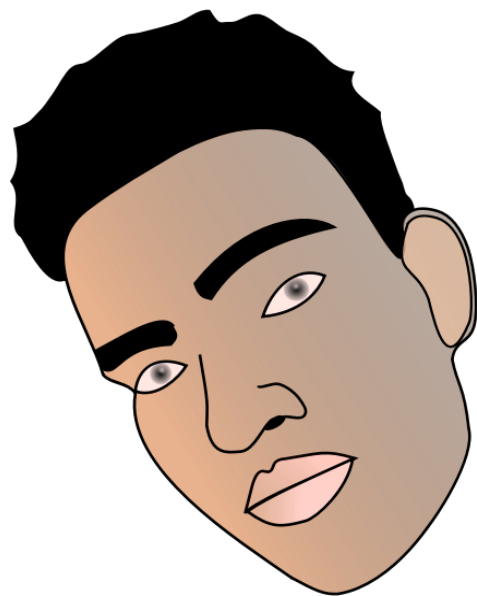


Persona

Sanjay



Persona name	Sanjay
Customer group	Non Business User

Personal details

Marital status	Single
Age	30
Education	Degree level
Location	Norwich
Occupation	Health Technician
Other profile information	I'm originally from the UAE, so English is not my first language

Consumer User

What do I need legalised and why?

What	I need my UK education certificates legalised
Why	I am going to return to the UAE to work and need to prove their authenticity

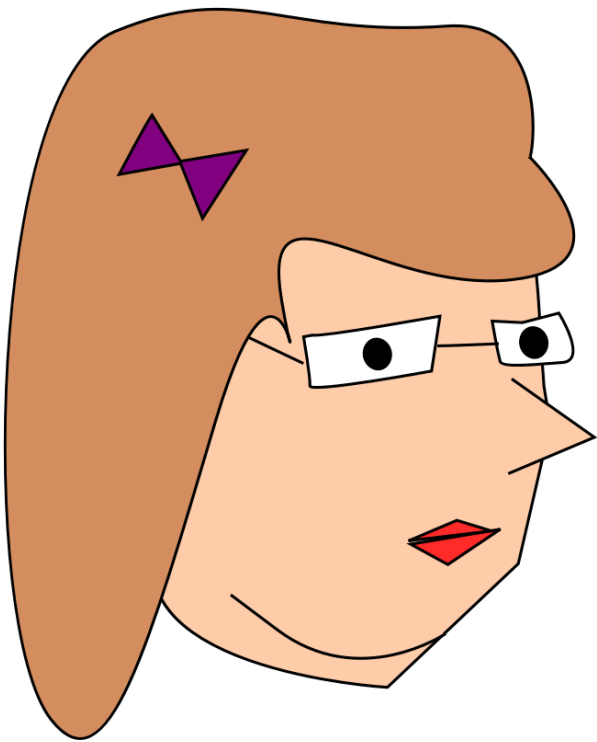
How will I get my docs legalised?

Use of technology	<div><div></div></div> I'm tech savvy and have access to a range of devices
Devices	I could use my home desktop PC, my iPad, my office PC or my phone
Service	I will use the postal service and pay online. I'll just scan the instructions and guidance and try to get it done as quickly as possible, its a bit boring reading through all that

How often will I do this and when?

How often	I expect to do this only once
When	I will do this at the last minute

Ethel



Persona name	Ethel
Customer group	Non Business User

Personal details

Marital status	Single
Age	60
Education	I left school after O levels
Location	Bolton
Occupation	Secretary
Other profile information	I have 2 children

Consumer User

What do I need legalised and why?

What	I need my statutory declaration and Certificate of No Impediment legalised
Why	I am going abroad to marry Hamish and need to demonstrate the authenticity of the documents

How will I get my docs legalised?

Use of technology	<div><div></div></div> I have basic IT knowledge. I use Facebook to keep in touch with the family
Devices	I could use my home desktop PC or tablet. I wouldn't use my phone as it is basic and I don't use it for the web
Service	I will use the postal service. I'll print out the word application form then fill it in by hand, it's just quicker for me that way. I'll read and check everything very carefully, taking about 20 minutes, as it's quite complicated I think I'll pay by cheque if I can. If I'm feeling brave I might try the online payment - maybe if one of my kids is around to check

How often will I do this and when?

How often	I expect to do this only once
When	I will do this a month before I need to travel

Persona

Angela



Persona name	Angela
Customer group	Business User

Personal details

Marital status	Single
Age	23
Education	College level
Location	London
Occupation	I work in the accounts department of HSBC - Emerging Markets
Other profile information	-

Business User - Corporation

What do I need legalised and why?

What	I need 20 documents legalised in a batch, prepared by our in-house lawyer. They are tax and financial documents about HSBC
Why	I have to send them to the Uzbek authorities - we need to prove our legitimacy prior to setting up business in Uzbekistan

How will I get my docs legalised?

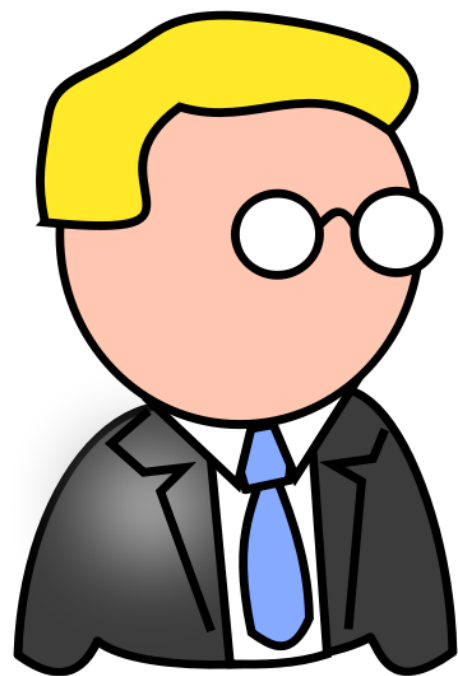
Use of technology	<div><div></div></div> I'm tech savvy
Devices	I will use my work PC for this, not any of my personal stuff
Service	Normally the postal service, paying online, but if it's a rush job I'll use the premium counter service as it's only across town to get there. I fill in the Word form on my computer then print it out for posting.

How often will I do this and when?

How often	I do this about once a fortnight
When	I will this about a month before the documents are required

Persona

Michael



Persona name	Michael
Customer group	Business User

Personal details

Marital status	Married
Age	56
Education	Degree level - I have a law degree
Location	Essex
Occupation	I run my own notarial practise
Other profile information	I have 2 children

Business User - Notary

What do I need legalised and why?

What	I need a lot of documents notarised, but all as one transaction. The documents are a Russian education certificate and a cover sheet.
Why	I am doing this on behalf of a client who is going overseas

How will I get my docs legalised?

Use of technology	<div><div></div></div> I have average IT skills, basically enough to do my job but I'm on expert
Devices	I will use my office PC. If needed I could also do it at home on my PC there.
Service	I will use the postal service and pay by business cheque. I normally fill the form out on my computer before printing, but not always

How often will I do this and when?

How often	I do this about once a week
When	I tend to submit the forms about a week before the documents are required - I know the turnaround times and have expectations that the targets set by parliament will be met