

## User persona card 5

MAX SORRELL | October 23, 2024

# Joe Kingston



**Age** 82  
**Location** Bath, England  
**Occupation** Retired  
**Family** Yes  
**Income** £14,250/year

Family

Driven

Curious

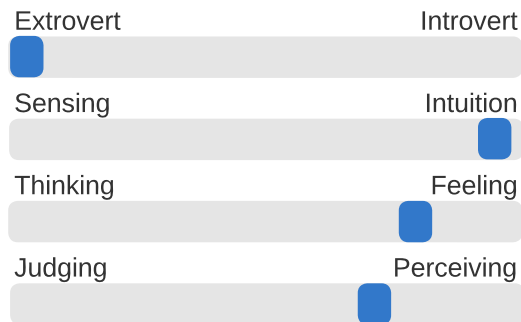
## Bio

Joe is a OAP who enjoys spending time with her family who live in Bristol and her friends who live mostly around Bath. Joe lived in Portishead most her life, but travelled to Bristol and Bath for work. When her husband died in late 2015, she moved to Bath to retire, shortly after. Joe is visually impaired, due to old age, which has affected her since 2017. She has a carer who visits her every day and who has recently been keen on getting Joe into new technologies. Joe has two children, who each have kids of their own. Joe enjoys books, but has been unable to read since 2017, so has joined a book club where she listens to other people read.

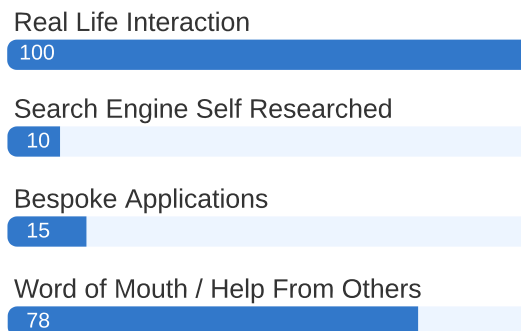
## Goals

- Spend more time with her family.
- Learn how to use new technologies with the help of her carer.
- Enjoy more walks around bath with her book club.
- Meet new people.

## Personality



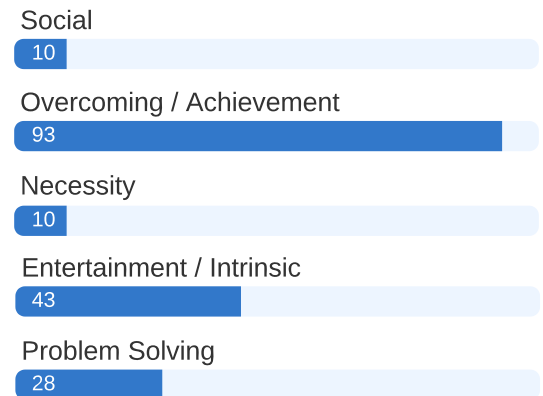
## Preferred Information Channels



## Frustrations

- Lack of understanding of new technologies.
- Getting used to being visually impaired, and the activities it stops her being able to do.
- The UK pension office.

## Motivations



## Brands



Humanware™

