

User persona card 4

MAX SORRELL | October 23, 2024

Daniel Fahim



Age 32
Location Keynsham (UK)
Occupation IT Management
Family Yes
Income £41,500/year

Kind

Smart

Courageous

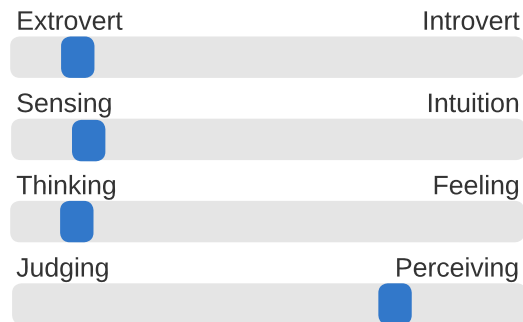
Bio

Daniel is an IT manager originally from London, where his family lives. He has recently broken up with a long time partner and moved to Keynsham to be closer to a new job in the center of Bristol. Daniel has been wheelchair bound for most of his life, but recently he has been feeling ostracised because of the lack of accessibility around Bristol, particularly in his new office. This is compounded by his moving away from his parents. Daniel likes to play video games and go shooting in his spare time.

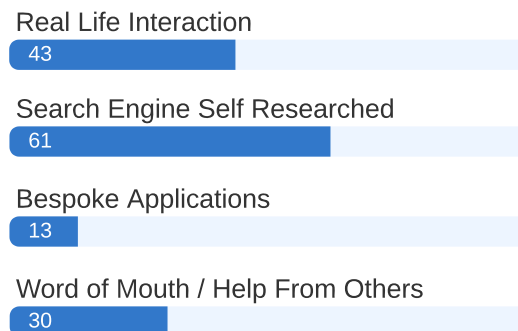
Goals

- Fit in to his new job role.
- Make new friends in Bristol.
- Improve the wheelchair accessibility in his local community and at his job.
- Find a new place to go shooting.

Personality



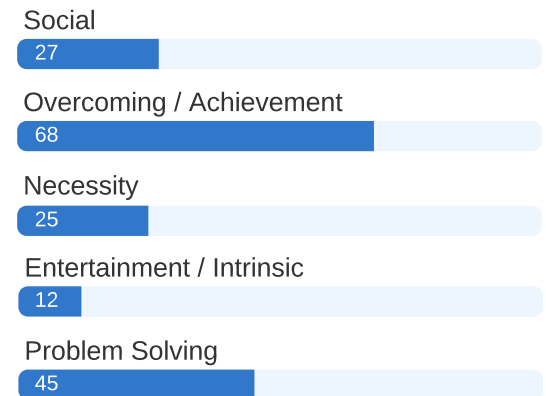
Preferred Information Channels



Frustrations

- Being away from family.
- There is poor disability access compared to London.
- Management at his new job ignorant to his needs.
- Being single after a long relationship

Motivations



Brands

