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|  | Name: Carol | |
| The Conscious Senior Citizen | |
| Background: | Main Points |
| * Age: 82 * Occupation: Retiree (Formerly a schoolteacher) * Tech Level: Familiar with web browsers and their basic accessibility features (keyboard controls, zoom) – used to more old-fashioned styles for webpages | * Dedicates her retirement to helping social causes that she believes in * Has mild cataracts inhibiting vision * Not willing to re-learn new internet technologies |
| Goals: | Carol spent 40 years teaching, and since her retirement, she has dedicated much of her free time to researching and furthering causes that she believes will do good in the world.  When she was younger, Carol was fairly proficient with using the internet for research. As a teacher, she thought it was important to have access to information and to teach her students how to learn in the most effective ways. However, as she has grown older, Carol no longer finds the internet as intuitive. Increasingly stylized websites have made it harder for her to find the parts that she is interested in, and as she has gotten older and developed cataracts she has a harder time visually picking out information.  Carol considers herself fairly proficient with a computer, knowing about common accessibility options like zoom, increased text size, and keyboard navigations. However, she never learned about more involved features, and she would much rather spend her time consuming things on the web than investing it into new methods of interacting with technology. | |
| * Learn about when and where her chosen causes are organizing * Contact companies and organizers to ask questions * Learn about new causes and opportunities to do good |
| Frustrations/Pain Points |
| * It’s very difficult to read text if it doesn’t have high contrast * Vague language makes it hard for him to know what someone means * Relies on keyboard controls to find buttons – when they are lacking, she may miss options |
| Scenarios |
| * Research what a non-profit has accomplished * Donate to a foundation that she believes in * Look up when an event is being run |