

Sitemap

Age: 70

Occupation: Retired

Relationship Status: Married

Location: Australia

**GOALS**

* User has commenced retirement and is searching for a source of information to secure their lifestyle and ensure stability for the future.
* User is looking for information from a reputable source.

**FRUSTRATIONS**

* Previous attempts have been time consuming and difficult, as many other sites offer a broad range of information, user is looking for a source that is specific to their needs and current situation.

User Persona

Wire Frames

Design Rationale

Consistent Navigation

Large “hero” image

Current trending articles displayed on home page

Minimal text on main pages

Maximum of 2 scrolls on main pages