**Senior IT administrator Frank Williams**

* Married
* Age: 67
* 1 child
* Educated, master’s degree

**Relevant information:**

Frank likes to spend his time pursuing his hobbies, these generally include activities related to coding. He likes it when his hobbies align with that of his work and help him to keep up-to-date with the industry.

**Work background:**

Frank works full time as an IT manager doing back-end operations for various companies. He has a very good knowledge of databases and back end technology but lacks proper knowledge of front end and business related topics. He isn’t a UI person.

**Digital literacy and frequency of news viewing:**

* Gets his news from digital and physical newspapers(computer)
* Frequently uses the radio whilst traveling and TV at home
* Work often provides opportunities for interesting news
* Very comfortable with digital technologies
* Feels like he is being left behind by the explosion of technologies, but thinks the old technologies are more trustworthy/reliable