



HENRY, 70

Sales Manager, Retired

GRANDFATHER, GUARDIAN OF JOE, 14

EMPLOYMENT

UNEMPLOYED	PART-TIME	FULL-TIME	RETIRED
------------	-----------	-----------	---------

USE OF TECHNOLOGY

NOVICE	INTERMEDIATE	ADVANCED	EXPERT
--------	--------------	----------	--------

ADOPTION OF MOBILE

NONE	SOME	GREAT
------	------	-------

MOST COMMONLY USED DEVICE

DESKTOP	LAPTOP	TABLET	MOBILE
---------	--------	--------	--------

BACKGROUND:

“I do my best to give my grandson a strong foundation”

Outgoing, social, tactile, precise

Henry is the legal guardian of his grandson Joe. Henry spends his time reading for fun and for his book club, and enjoys visiting with friends to play cards or relax. Henry helps Joe with homework as best he can, and provides rides to after school sports and events. Henry is not big on cooking and Joe has bought lunch nearly every day since living with Henry.

Henry spent his career in sales talking face to face and developing personal and professional relationships with people, and has little use for computers and technology. He has a tight group of friends from childhood that he still regularly visits with in person as well as a network of professional friends and clients that he meets for coffee or lunch occasionally.

As the school lunch model changes, Henry will be forced to use the online application. At the behest of friends and family, and partially by necessity, Henry now uses an eReader and smart phone, but is admittedly slow to adopt new technologies. He finds that the use of unclear icons and small text make the applications hard for him to learn, and at times completely lost when touch gestures are the main vehicle for navigation, many of which are not intuitive to him.

GOALS:

- Easy, clear and straightforward navigation
- Easy to learn
- Ability to check or add funds in one simple step, without additional sites or apps
- Simple to set up and use