Jeff Bezos, the shopkeeper

Enthusiastic | Enterpreneur | Forgetful

"If only this technology would have been easier to learn."

Age: 65
Work: Antiques dealer
Family: Married and has 1

Jeff prefers to do everything by hand but thinks of less of himself, every time he sees someone in his age group using technology for everyday purposes which he is not able to do.

Bio

Jeff's son, Justin left for his studies abroad a month ago. Before going Justin gave his father an iPad that so that he can communicate with him over Skype. Jeff has been working as an antiques dealer for over 40 years now and doesn't really have much need for technology.

Whenever his son asks him to come online for a video chat or to have a look at the mail he sent, Jeff gets too confused and thinks about how much old age has affected him. He then has to call his son over his phone and ask to walk him through the process.

Needs

- To be able to talk to his son comfortably and in a cheap way.
- To be able read and write mails.

Ideal features

- Easy to follow
- Lesser number of steps to be performed
- Quick response

Frustrations

- Hard to understand computer jargons
- Time consuming
- Too stressful
- No technology that connects the people together to help each other

Key attributes

Knowledge

Help use

Confidence

Experience

Mira Reynolds, a housewife

Conservative | Caring

"Now it's my turn to take over."

Age: 60
Work: Housewife
Family: Married with no kids.

Mira wants to utilize the power of the internet to help her husband and perform her daily tasks comfortably.

Bio

Mira lives with her husband who is a retired teacher. They both rely on his pension to run the home. However the husband who used to perform all the household tasks like bills, groceries etc. earlier can't do it anymore because of old age. Mira thinks that doing all this stuff online would make her life a lot easier. Also, she wants to help her husband combat the effects of his decaying body by reading articles regarding his disease online.

The thing is that Mira knows how to read and write but she is computer illiterate. She tries her best but mostly gives up and ends up performing the task manually.

Needs

- To pay her bills online.
- To be able to do grocery shopping online.
- Understand her husband's disease and help him by reading about it online.
- She wants to stay at pace with technology.

Ideal features

- Step by step instructions with pointers
- Less intimidating
- Lesser number of steps to be performed

Frustrations

- Difficult computer jargons.
- Too stressful
- Doesn't know where to start
- Often gets confused as to what to use when

Key attributes

Knowledge

Help use

Confidence

Experience

George Wilson, the maintenance guy

Work-aholic | Caring

"Let's take it to a whole new level."

Age: 52
Work: Maintenance work in buildings
Family: Married with no kids.

George wants to improve his business by learning about new technologies and contact his customers over mail as well apart from phone.

Bio

George is an on-call maintenance guy for various hotels in Ann arbor. He also gets calls for support from local residents. His wife died a year ago and he has a daughter who is married to a lawyer.

George doesn't have much use of technology in his line of work and never thought he would have to learn to use the internet.

But when George realized that he is losing half of work due to missing the call of support from the customers who prefer to contact him through emails, he begins to look for apps that might help him learn to access his mail account and reply to mails.

Needs

- Able to access his mails.
- Know about new technologies in his line of work.

Ideal features

- Informative instructions
- Lesser number of steps
- Quick to respond

Frustrations

- Takes too long to load.
- Too many instructions makes the process slow.
- Too much use of computing jargons.
- No kind of cheap service to address our issues.

Key attributes

Knowledge

Help use

Confidence

Experience

Aldo Rado, the computer science guy

Ambitious | Hardworking

"Whoever told the sky is the limit was a fool."

Age: 22
Work: Senior year computer science student
Family: Has a girlfriend. Parents live in another state

Aldo wants to develop an app that helps people plan their trips and wants to get funding to develop his idea into a real product

Bio

Aldo is a senior year student studying computer science from the University of Michigan. Since the university is too technically advanced, he has to submit all his assignments online. He is developing a mobile application for Android platform, that helps people plan their trips.

A professor has given him the task of testing out an application, that helps baby boomers perform basic tasks related to technology.

Needs

- Testing the app out to check for bugs

Ideal features

- Responsive
- Feels great to use

Frustrations

- Takes too long to load.
- The app keeps on crashing.

Key attributes

Knowledge

Help use

Confidence

Experience