

Secondary Persona #2 – Consumer inexperienced with computers

Mary Moore



- San Francisco, CA
- 60 years old
- Retired Teacher

“I want to use it to watch films that my kids recommend to me, but it all just seems too confusing to use.”

Mary is 60 years old and is a recently retired teacher. Mary finds she has a lot of free time on her hands since her kids all moved out of the house. She likes to spend her evenings relaxing in front of the television. Every Monday evening Mary’s kids call her to catch up. They often give her movie recommendations and suggest television series they think she would like. She would like to watch these movies and shows once a week so that she can continue the conversation with her kids, and maybe even make recommendations to them.

Unfortunately, Mary does not have access to the movies and shows her kids recommend. They use online streaming sites and have suggested Mary to purchase an account and do the same. They all insist it is extremely simple and straightforward. However, Mary found it a bit daunting when she went on the computer to try it out, so she is hesitant to try it again. She wonders if her lack of experience on the computer is the reason she cannot figure out how to use the site. Her only exposure to the computer is using word processors and web browsers during her time as a teacher. Mary is embarrassed to ask her kids for assistance because she does not want to trouble their busy lives with what she believes would be silly questions.