



Quotes:

"I pay because I work"

"It's just the way things are, isn't it?"

Confident Connie

Connie works full time and has a large mortgage. She wouldn't look for help because she is sure none is available to her.

Traits & attitudes

Connie has little disposable income at the end of the month, after she has paid all of her household bills.

She got free prescriptions when her son was born, but now that she is back at work, she is certain that she has to pay for health costs. She has never thought about asking about help because she knows that nothing is available to her.

She took money out of her savings to pay for her last dental bill as she 'had no other choice'.

Connie has a mobile, but doesn't use it for the internet. She uses a computer everyday at work, but doesn't have one at home. She often says she 'hates computers' and would much rather ask her family for advice than look online.

Goals

1. To get her treatment as quickly as she can, when she can afford to.
2. To put away savings when she can.

Pains

1. Connie hasn't got the time to waste on filling in forms, just to be told she has to pay.
2. Connie sometimes gets a bit annoyed that others seem to get everything for free.

Needs

- I need information on how to get help quickly and to the point, so that I don't waste my time.
- I need a way of finding out what can help me save money, without it being solely online.