

## Week 4: Activity – Personas

### Alice Wander



Age: 75 years

Retired bank manager

Lives in Corvallis, Oregon

Alice lives alone in her one-bedroom apartment in Corvallis, Oregon with her cat. Every morning she enjoys sitting on her balcony, sipping hot tea, and reading the newspaper. She cooks and cleans by herself and then takes an afternoon nap to take some rest. Sometimes, she continues the day by chatting with her friends on the telephone. She has a son who lives in San Francisco, who occasionally visits her during holidays or special occasions or whenever he came take some days off work.

#### Background:

- Alice worked as a retired bank manager for 30 years. She is familiar with technology and uses a smartphone daily to call her friends and family and sometimes uses apps like WhatsApp to video call her family and YouTube for her daily dose of entertainment.
- Alice suffers from Arthritis and therefore finds difficulty in doing activities like washing dishes, mopping the floor and other such chores.
- She needs a lot of time to rest and get back to doing her usual chores. Alice has regular visits to the doctor to get regular check-ups done to keep her arthritis in check. Most of the time, she visits the doctor alone.

### Cognitive Styles:

- **Motivation:** Alice is familiar with technology but only uses it to accomplish her tasks. She does not explore other applications unless she knows that it is beneficial to her.
- **Computer Self-Efficacy:** Alice does not feel very confident about using a new app or a smartphone. Due to her old age, her hands slip to a different button which makes her confused about what she did wrong.
- **Attitude toward risk:** Alice is risk-averse about using unfamiliar technologies and is hesitant about using features that she has never used before.
- **Information Processing Style:** Alice takes a comprehensive approach when it comes to trying new technologies and using new applications.
- **Learning:** Alice takes a process-oriented approach to learning. She usually calls up her son to ask for instructions on using a new app or a new feature of an app. When her son is not available, she watches some YouTube tutorials for using a new technology.