



USER PERSONA

Elizabeth Williams

"My family mean everything to me. My life revolves around looking after my son who has a number of medical conditions that need managing."

ABOUT

Elizabeth is a housewife who has three children and is also a dinner lady at the local primary school. Elizabeth has a 12 year old son (Sam) with many health issues including heart problems and asthma. This means Elizabeth spends a lot of time looking after him and ensuring he takes his medication. The Williams family are very busy and active despite needing to attend lots of doctors appointments. Life gets very hectic and Elizabeth loves listening to audio books and playing puzzle games on her iPhone.

AGE	50
OCCUPATION	House-wife / Dinner Lady
INCOME	Less than 17k per year
STATUS	Single
LOCATION	Bournemouth, UK

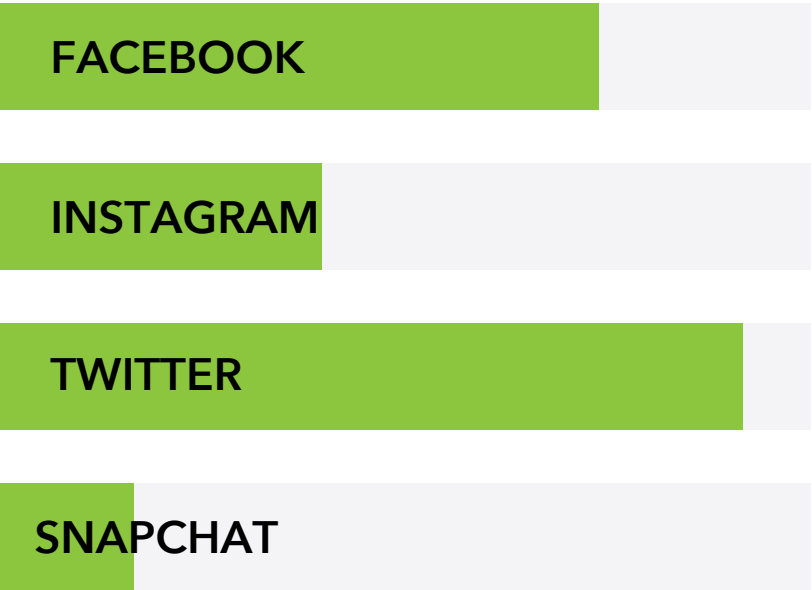
NEEDS

- To be organized. Must write things down otherwise she forgets everything.
- Loves relaxing and taking her children out on fun trips.
- Likes it when she doesn't have to repeat tiresome chores too many times.
- Enjoys the simple things in life.

FRUSTRATIONS

- She hates wasting her time being put on hold whilst phoning the doctors.
- Gets very frustrated when the pharmacy doesn't have specific medication in stock.
- Carrying out tasks that are overly complicated and time consuming.
- Services that don't have an app but expect the user to use their website on the go.

SOCIAL MEDIA ACTIVITY



CURRENT FEELINGS

Organized Excited Adventurous

PERSONALITY

Caring Chilled-Out Loving