



## Joe

**Age:** 73

**Education:** Masters

**Hometown:** Phoenix

**Family:** Partner

**Occupation:** Engineer

“I’ve met a lot of friends at the Senior center locally play pool and golf with a lot of them.”

## Goals

- Free site
- Not selling or renting his data and deleting it forever when they say they will
- Keeping up with friends
- Localized app that everyone can use doesn’t like to learn new interface

## Frustrations

- Freedom of speech censorship
- Fees charged
- Doesn’t want social algorithm curating ads for him
- Spam
- Doesn’t want to learn new interface
- All the noise online and sponsored posts
- He has a problem with his hand which makes doing detailed movements difficult

Joe is a mobile user who checks social media on his phone in the morning and evening. He wants a free site and he says, “MAKE IT SIMPLE.” He Wants to see localized app around his interests with ability .