

John

age: 60-70

residence: Columbia, SC

education: 4-year college degree

occupation: retired

marital status: married, 2 children

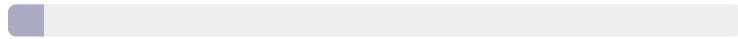


A quote from to help define their voice and personality.

calls/skypes children/grandchildren
keeps up with neighborhood friends
keeps up with local/international news online
watches TV
scrolls through Facebook

Comfort With Technology

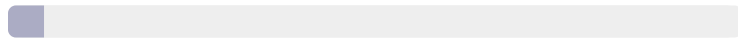
INTERNET



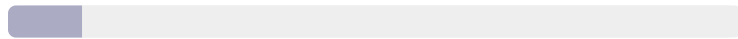
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

the ability to do everyday things on their own

Needs

- open and closes a laptop screen with ease
- clear user interface/instructions
- easy to see button and know its function at a glance
- be able to do above even with severe far/near sighted-ness

Values

- family
- independence
- friends
- spending quality time with others

Wants

- glowing button
- painless customer service
- quiet and quick opening/closing

Fears

- the inability to function on his own
- being unable to understand/use modern technology