

# John

age: 60-70

residence: Columbia, SC

education: 4-year college degree

occupation: retired

marital status: married, 2 children



"Kids these days..."

calls/skypes children/grandchildren

keeps up with neighborhood friends

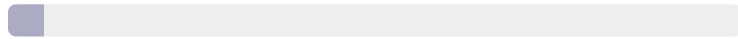
keeps up with local/international news online

watches TV

scrolls through Facebook

## Comfort With Technology

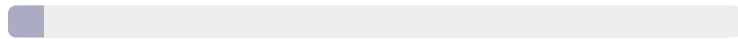
### INTERNET



### 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