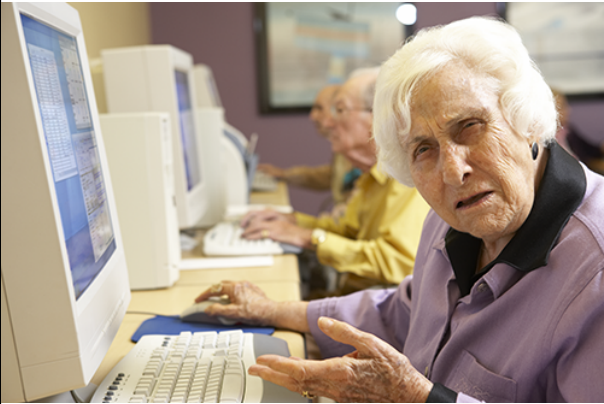


<p>Photo</p> 	<p>Barbara Smith</p> <p>Elderly lady - Technologically illiterate</p> <table border="1"> <tr> <td data-bbox="663 124 861 432"> <p>Background</p> <p>Age - 67</p> <p>Occupation - Retired Teacher</p> <p>Field of Study - Education</p> <p>Level of expertise - No experience or formal training</p> </td><td data-bbox="861 124 1344 432"> <p>Main Points</p> <ul style="list-style-type: none"> -Barbra likes to spend time with her family. -Barbra lives in a small town and needs to use the train to visit her family in the city. -She is technocially illiterate and doesn't know how to use a smart phone. -Poor vision due to glaucoma. </td></tr> </table>	<p>Background</p> <p>Age - 67</p> <p>Occupation - Retired Teacher</p> <p>Field of Study - Education</p> <p>Level of expertise - No experience or formal training</p>	<p>Main Points</p> <ul style="list-style-type: none"> -Barbra likes to spend time with her family. -Barbra lives in a small town and needs to use the train to visit her family in the city. -She is technocially illiterate and doesn't know how to use a smart phone. -Poor vision due to glaucoma.
<p>Background</p> <p>Age - 67</p> <p>Occupation - Retired Teacher</p> <p>Field of Study - Education</p> <p>Level of expertise - No experience or formal training</p>	<p>Main Points</p> <ul style="list-style-type: none"> -Barbra likes to spend time with her family. -Barbra lives in a small town and needs to use the train to visit her family in the city. -She is technocially illiterate and doesn't know how to use a smart phone. -Poor vision due to glaucoma. 		
<p>Goals</p> <ul style="list-style-type: none"> -Barbara would like to visit her grandchildren in London. -She wants to travel often on similar routes to her son's home in London back to her home town. -She wants to find the quickest possible route to London so she can spend more time with her grandchildren 	<p>Barbara is living in a rural town with her husband Jerald. Jerald is five years older than Barbra. He does not like to travel on the train. Barbra's daughter in law has just had a baby which is the third baby to join the young family. The family live in London and childcare is expensive.</p> <p>Barbra would like to help take care of the children when both her daughter in law and son return to work. Barbra does not travel regularly as her husband does not like to travel far due to illness.</p>		
<p>Frustration and Pain Points</p> <ul style="list-style-type: none"> -Barbara needs to purchase tickets at the station but thinks the machines are too complicated. -Barbara cannot use the internet as she is technologically illiterate therefore cannot purchase tickets online. -She wants to use ticket machines as staff shortages at her local station have caused increased waiting times for the helpdesk. 	<p>Her son bought her a new personal computer for Christmas so that could use Skype on weekends however she has been unable to figure out how to set up an email address to register for the service. She has attended an event at the local library training OAP's to use digital devices. She enjoyed the experience however struggled with most of the technology. However, she was able to use the devices that had been specifically designed for the elderly and commented how she wished more devices were user friendly for the partially sighted and elderly population in the UK.</p>		
<p>Scenarios (Titles)</p> <ol style="list-style-type: none"> 1.Barbara has arrived at the station and no helpdesk members are available to serve her. 2.She is late for her train and needs to buy a new ticket 3.She is travelling to see her son's family but he will be travelling to Paris on business at 7pm so she needs to arrive 3hrs before so she can see him. 	<p>Barbra has decided she would like to use more technology in here everyday life.</p>		