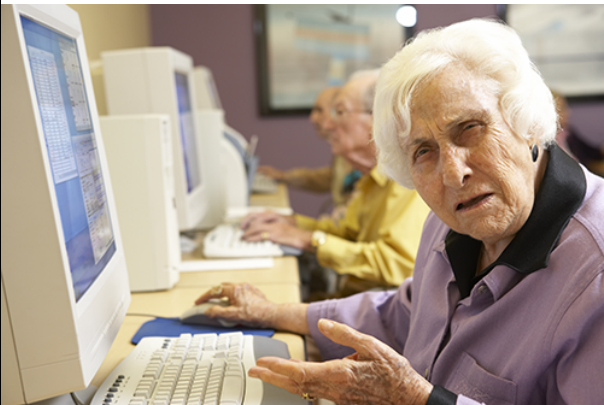


Photo	Barbara Smith	
	Elderly lady - Technologically illiterate	
	Background Age - 67 Occupation - Retired Teacher Field of Study - Education Level of expertise - No experience or formal training	Main Points -Barbara likes to spend time with her family. -Barbara lives in a small town and needs to use the train to visit her family in the city. -She is technologically illiterate and doesn't know how to use a smart phone. -Poor vision due to glaucoma.
Goals -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	Barbara is living in a rural town with her husband Gerald. Gerald is five years older than Barbara and does not like to travel on the train. Barbara'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. Barbara would like to help take care of the children when both her daughter in law and son return to work. Barbara does not travel regularly as her husband does not like to travel far due to illness.	
Frustration and Pain Points -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.	Her son bought her a new personal computer for Christmas so that they 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 OAPs to use digital devices. She enjoyed the experience but struggled with most of the technology. However, she was able to use the devices that had been specifically designed for the elderly and commented on how she wished more devices were user friendly for the partially sighted and elderly population in the UK.	
Scenario Titles 1.Barbara has arrived at the station needing to purchase a ticket to Manchester to go shopping. No helpdesk members are available to serve her. 2.Barbara's son had booked her an advance ticket however she is running late and has missed that train. She now needs to purchase a new ticket 3.Barbara is travelling to see her son's family in London but he will be travelling to Paris on business at 7pm so she needs to arrive 3hrs before so she can see him.	Barbara has decided she would like to use more technology in her everyday life if she is able to learn how.	