

Elderly woman living alone



Persona type ~~elderly woman~~  
Name Edna  
Age ~~60~~ 55-75  
Location NYC  
Technical comfort  
Job Title Retiree

Feel free to doodle! \*ask open-ended questions!

### Back story

Tell us a bit about their responsibilities and interests.

- Lives alone, widowed (in a walk-up building)
- Likes gardening + scrapbooking
- Depends on deliveries for important needs/items
- family calls often but does not live nearby

### Motivations

How have they found or heard about the website/service? Why would they be interested?

- Looking to have package delivered because they are unable to travel to the store/location to pick it up.
- Convenience
- Pricing

### Goals

What do they want to get out of this service? What are they aiming to achieve?

- Recieve their purchase
- Recieve purchase in a timely manner
- Item they can only get online
- Help in carrying package/assistance
- Needed items are neither lost or damaged

### Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

- too many buttons on one page
- Confusing layout (disorganized, small text)
- Directions that may be misleading or confusing.
- Options not clearly displayed and explained in easy-to-read detail
- Complicated design involving too many colors, etc.

### Quote

We'll know we've done a good job when this persona tells us

"My delivery was recieved in a timely, inexpensive manner with no issues!"

orangebus.