



# Beryl Cumberland

Grandparent – Active Technology User

*“This new technology is just grand”*

Primary Persona

## Age

76

## Current Situation

Beryl lives in a small flat with her husband. She is active in the community and enjoys regular visits from her children and grandchildren.

## Education & Literacy

- Secondary education
- Uses colloquial language, and has a high literacy level

## Keywords

TABLET

LOCALLY ACTIVE

NEW TECH ADOPTER

## Perspective & Personality

- Beryl is active in the community - she is social, and enjoys taking part in local organised activities
- Beryl reads both a local and national newspaper, and enjoys her daily crossword which she completes with her husband
- Passionate about her local community, Beryl is known by name, and valued for her support and engagement

## Digital Skills & Experience

- Beryl was bought a tablet by her son, as she found using the computer too difficult. He has shown her how to use it, and is regularly on the phone helping her with new online tasks
- Once taught, Beryl is comfortable doing specific tasks, and uses her tablet to engage with local community news and events, as well as to do word puzzles and Sudoku
- Beryl is less trusting of the internet, and likes explanation of how her information is being used when using it to complete tasks

Internet & general computer use



Mobile & apps



## Support & Engage

- ✓ Provide information and guidance on how information is being used
- ✓ Minimise use of online metaphors, or provide guidance to their use
- ✓ Provide clear signposting to relevant district services
- ✓ Avoid clutter, and make calls to action obvious and accessible

## Relationship with Council

- Beryl takes a strong interest in her local community. She knows her councillor by name, and is engaged and vocal about services which affect her community and peer group
- Though she has usually engaged with the Council and local community face-to-face, she is using her tablet more to access online information and services
- Beryl is engaged with her local community and events, but isn't aware of the line between services provided by districts and county, or other Councils and agencies