



" I don't want to be forced to scroll, I just want to search and get directly to the page"

# Elaine

## ABOUT

**Age:** 58

**Work:** Education Manager

**Spare time:** Helping with farm.

## PREFERRED CHANNELS

PC/Laptop

Tablet

Mobile phone

## DIGITAL CONFIDENCE



## BIO

Elaine works full time in Education and has a PhD. Her partner is a farmer and she will sometimes help out with business administration for this. Elaine has no dependents and will help elderly relatives complete tasks online and using mobile phones.

## GOALS

- Apply for planning Permission
- Advertising roles and communications within education

## FRUSTRATIONS

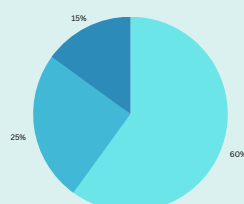
- Being forced to scroll
- When information is not detailed or misleading
- Being forced to learn how to use things
- Not being able to find correct information using search

## COUNCIL WEBSITE USE

Education

Jobs

Planning



## FINDS IT HELPFUL WHEN:

- There are minimal steps
- I can use the search to find things directly
- I am able to complete things quickly without unnecessary details

Extrovert

Appreciates urgency

Busy