



" When there is a lot of information my brain gets overloaded and I start to panic"

Poppy

ABOUT

Age: 23

Work: Junior Craftsperson

Spare time: shopping, social media

DIGITAL CONFIDENCE

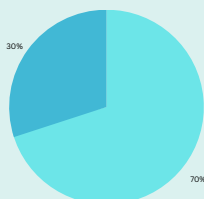


BIO

Poppy is a recent textiles graduate who has no dependents and shares a flat with a friend. Poppy has dyslexia and a slow processing diagnosis. Poppy relies on Siri to help find information online and can find it very overwhelming when faced with too much information. Poppy also suffers from anxiety.

COUNCIL WEBSITE USE

- Council Tax
- Waste



PREFERRED CHANNELS

PC/Laptop



Tablet



Mobile phone



GOALS

- Pay council tax
- Find recycling and waste days / order new bin

FRUSTRATIONS

- Overly complicated pages
- Too many options on the page
- Not being able to find things by using the in website search because of the search term used

FINDS IT HELPFUL WHEN:

- Search functions help with spelling and predictive text
- Information is broken down into small sections, with simple sentences and bullet pointed
- I'm not expected to remember - reminders on each page of where I am
- I have plenty of time to complete
- I am told what happens next
- There are images or diagrams to help me understand

Anxiety

Creative

Dyslexia