



" I just want the information, I don't need nice pictures getting in the way"

# Chris

## ABOUT

**Age:** 45

**Work:** HR Advisor

**Spare time:** Running

## PREFERRED CHANNELS

PC/Laptop

Tablet

Mobile phone

## DIGITAL CONFIDENCE



## BIO

Chris works full time and has no children of his own, but he and his partner are foster carers. Chris spends a lot of time researching legislation in places like .gov.uk, attending video calls and does the home admin online. Chris also has an elderly parent who needs help at home.

## GOALS

- Make planning application
- Check recycling and bins
- Adult social care - get support for elderly relative living alone
- Find information for foster parent/carers

## FRUSTRATIONS

- Questions which aren't necessary making forms longer
- When you don't get any feedback that the website is doing something

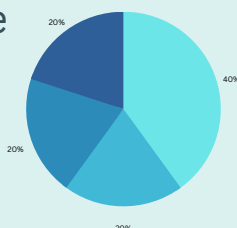
## COUNCIL WEBSITE USE

Foster care

Waste

Adult SC

Planning



## FINDS IT HELPFUL WHEN:

- Feedback is given - e.g. form submitted or what will happen next in the process.
- It is obvious what section the information will be in as I like to look in the whole section
- Unnecessary details do not distract from important details

Busy

Completer/  
finisher

Efficient