



## Lawrence

Age:69

Male

Ex-navy

Retired

Widowed, but now with long-term

Girlfriend

No children of his own but long term Girlfriend has 2 grown up daughters

Reads the Telegraph

Radio 4 listener

Votes Conservative

Public School

Treasurer local Army Benevolent Fund

Conservative Supper Club

Doesn't like crowds

Lives in Essex, down to visit

No smart phone

Background music annoying unless its marching band music

Would actively seek quieter areas

Annoyed by littering

Any sort of bad organisation would be frustrating

Occasional silver surfer – would research BHF before he left home.

## Goals

There to see the boats,

Wants to see the matthew

Wants to know about harbour/maritime history

Would like to see ship related antiques (not new age aromatherapy)

## Questions

Wants to know where to park?

If there were talks or tour for navel types aimed at them, then he would join in. eg ex-navy officers drinks on the matthew, he would go to that. Anything on for ex-navy chaps?

Is the Maritime History Museum open?

Wants to know if he can get a decent lunch and where?

Any other special or famous ships visiting for the festival?

## Needs

Likes to be prepared, map in advance, research in advance, (device needs to be same as internet to checking)

Toilets

Neither his eyesight or hearing is as good as it used to be and so if he does use the kiosk it needs to be easy to read for him.

## Expectations

Lawrence would expect the Kiosk to present the information in the same way as he experienced on his home computer.

This will save him relearning a new application. Others might be queuing behind him as so to relearn the application might be frustrating or embarrassing.

## Information

Facilities and what's on

