

## Persona 2: Peeter

Age: 53

Education: BA in agriculture

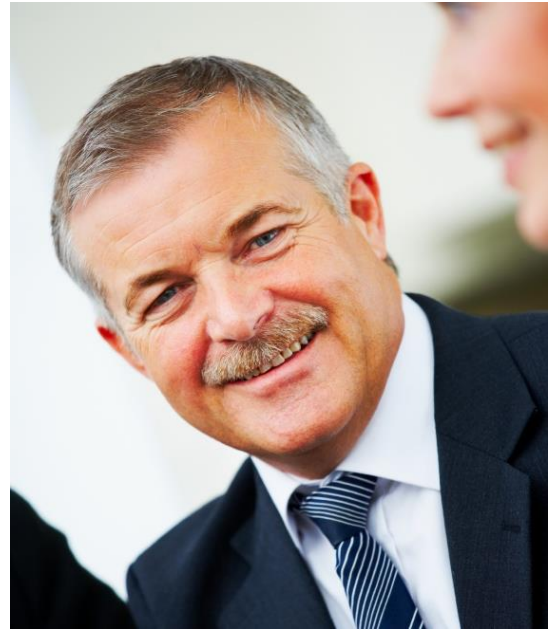
Occupation: member of city council

*Photo by Chuck Gallagher*

*taken from <http://bit.ly/1edzBT5>*

Peeter is a man with experience – he has worked in multiple companies, owned his own little business and finally got elected to the town council in the 40 000 people town he lives at. He feels successful and at his prime. At work he has plenty of free time to deal with his own activities and sometimes just google around. Peeter likes behaving as if he was 30, that's why he bought a sportier car, owns a hip new phone and tries out different

new applications, although most of them are a bit too hard to understand. Being more modern than his friends (or at least have that image) is what's keeping him going.



### **Goals:**

**Simplicity:** "I'm a man in his best years and I enjoy new solutions. Although I'm familiar with technology, lately some of the applications I've used are way too complicated. I need something that's easy to learn and use."

**Shopping history:** "Sometimes I think I have bought everything I need and when I get back home I see that I forgot something extremely regular. If I had an overview of my previous purchases this wouldn't happen."

**Scanning items:** "There are so many different boxes on the shelves that it's impossible to remember which one I bought last month. If I want to get the same product twice then I'm going to need a way to insert it in the list somehow."