**Care leaver user**



**Persona type:**

**Name:**

**Age:**

**Location:**

**Web confidence:**

**Job Title:**

***Image source:*** <https://unsplash.com/@the_alp_photography>

**Back story**

*Tell us a bit about their lives (main interests, hobbies, education etc).*

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**Digital habits**

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**End goals**

*Focuses on goals that the user has for using the solution such as completing tasks successfully.*

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**Experience goals**

**Motivations**

*What concerns do they have? Why do they need this website/service? How have they found or heard about the website?*

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**Frustrations**

*What’s stopping them from choosing the service/website or annoying them?*

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**Their ideal experience**

*Their story including features and content which will help them have a great experience.*

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**Appendices**

**Appendix 1**

No of eligible, relevant, former relevant and qualifying care leavers (snaphot at this point in time is fine)

**Appendix 2**

**Location of care leavers**

**Appendix 3**

**Top 5 services or types of information requested by care leavers noted by personal advisers**

**Appendix 3**

**Any relevant information gathered from the participation event or survey?**