Care leaver user

Persona type:
Name:
Age:
Location:
Web confidence:
Job Title:

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

Digital habits

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

Experience goals

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

Frustrations
What's stopping them from choosing the service/website or annoying them?

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

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?