

Joe, the not-so-web-savvy Contractor



Characteristics

- Age: 55
- Hates computers
- Uses a flip phone
- Not web savvy
- Hates change

Goals

- Find upcoming FWP projects in a timely fashion so he can bid on them.
- Get a successful bid in on time.
- Get in, get the info, get out.

Emotions

- Don't feel confident web surfing.
- Don't like having to find things on websites.
- Would rather have someone do it for him.
- He has learned the FWP website. He uses it and he likes it. Not willing to learn another interface.
- If the UX is not easy, he will call and request all documents in print.