

Name / age / role - title

Overview - background story

Scenarios - situation they find themselves in

Goals - what they want to achieve

Pains - issues (example) does know how to get involved in thing - lacking confidence

Behaviour - behaviour traits / routine

Needs / action point - ideas for solution - brief statement (bullet points)

Elliot Robertson

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Chief Executive Officer (CEO)

Elliot Robertson is thirty three years old, he is very reserved, but a humble man. He lives in central London and has two children. Elliot has a daughter aged four and a son aged eleven. Elliot got promoted the year before last, and has since upgraded his car, home and luxuries. He loves his job and loves his children, however, Elliot finds it had to prioritise his home life and his work life. He is a single father, and he relies on nannies to mainly take care of his daughter. His son is almost about to start secondary school, and feels he will want to have his own independence in the next year or so. This means he will not be as reliant on Elliot, and he feels it might ruin their relationship. When Elliot's daughter was two, she choked on a tiny piece of lego, turning blue. Elliot was at work and his nannies was taking care of her, fortunately the nanny knew what to do, however, Elliot has often dawned on the trauma and does not know what he would have done. As Elliot's job is not a simple nine to five task, he does not regret the jump he made to secure his future and his children future. He just feels he should get more involved with his children and learn more about first aid.

After finishing work for the weekend, Elliot finds himself saying goodnight to the nanny and putting his kids to bed. After much debate, he decides to go onto the NHS website and research how to do First Aid. When reading the website, it is too dull and it does not grab his attention. He has an issue with pages that are not spaced out correctly or are not instinctual. Typically, Elliot can only learn by practical objectives. Elliot now understands the basics but does not fully understand the processes or meanings to which each problem belongs.

To be able to spend time with his children without worrying what to do in an emergency.

To join a workshop that demonstrates first aid effectively.

To improve his knowledge on medial advances and to not have to worry about relying on other people in times of need.

He dislikes the way the NHS website is laid out, and the poor amount of classes available.

He struggles to find time for extra activities due to his busy job.

Due to his OCD, Elliot only engages with things that look neat and are well aligned. Most typically, this is due to his line of work.

Elliot likes to learn new things by doing practical workshops. He is also competitive, which drives him to learn new things quickly.

When learning something new, he likes to get rewards that are motivational and captivating.

A suggestion to the NHS about a possible update to the websites and the way it explains things.

If there were possible workshops conducted, they could be recorded and placed online to help contextualise which treatment is for which. This way it could help Elliot see what he needs to do.

When completing the workshops, there can be rewards such as; a t-shirt, a mug, a trophy, keyring etc. Not to mention, if Elliot was to join a first aid workshop then surely that should be rewarding enough, to know that you are making a difference.

Kimberly Green
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Personal Assistant

Kim is twenty nine years of age, she is bubbly, confident and energetic in everything she does. She lives in Cambridgeshire and has one daughter. Her daughter is six years old and is very much like Kim, she also, is bubbly and confident. Kim works in her local primary school as personal assistant to one of the marketing staff. She also works part time at a retail store, mainly on the weekends or Thursday nights. With two jobs, Kim still finds time for her husband and child, she does not get much time with them and is therefore, rather precious with the time she gets given. Kim has a Degree in marketing, and would like to one day further her career but also be able to spend more time with her family. Due to Kim's busy lifestyle, she does not have time for learning new things. She would love to learn about first aid, but would never go and source one because she simply does not have time. She feels if there was one being promoted at her work or her Childs school she would defiantly attend.

At her school job, she deals with a lot of children first hand. She is not first aid trained like some members of staff, and they do not deal with children very often. Therefore, she fails to understand the logistics of not being taught.

Although Kim has had mini tutorial with several people about first aid, she finds it engaging, however, the lack of knowledge and know how means it is difficult for Kim to know what to do. When Kim gets home it is very difficult for her to remember what she has learnt, and gets wrapped up in her home life.

To be more self motivated in finding classes.

To be able to feel positive and confident about dealing with a crisis at school.

Although she is first aid trained at the retail store, her knowledge is not wide enough for children, just for general health and safety.

Due to her university degree, she does not enjoy the structured learning and would prefer to have a workshop which provides self initiated learning.

With the inability to go out and source a class, she worries there is going to be no available class to help her.

Remain motivated - She likes to have a list and thrives on manageable tasks.

Due to her job role she is very organised, however, Kim struggles to find the right balance between her families life and her life.

Although she is fantastic with children and is surrounded with lots of people, she worries about the students not being one hundred percent safe.

A system that allows everyone who works in a school to be voluntarily trained, even if it is self taught.

A system, video or software that is accessible anywhere and be downloaded, shared and accessed on any platform.

A video advert campaign that is shared everywhere to maximise coverage and allow people like Kim to attend in their local area.