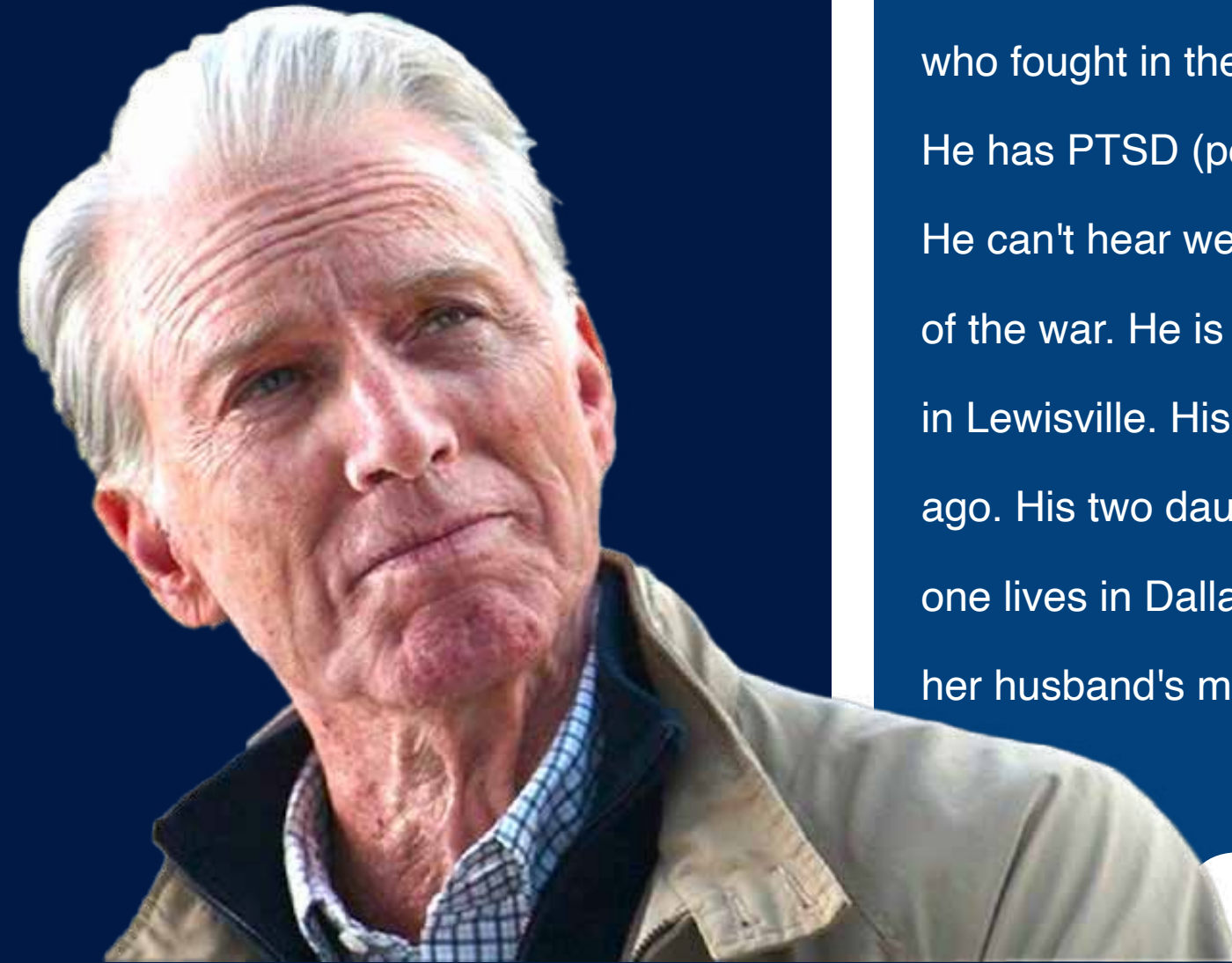


“Walmart is changing quickly. I can’t remember where things used to be.”







Palm Hamilton 73, Texas

Palm is a 73-year-old American veteran, who fought in the Vietnam war in 1968. He has PTSD (post-traumatic stress disorder). He can't hear well as a consequence of the war. He is now retired in a small house in Lewisville. His wife passed away 5 years ago. His two daughters are both married; one lives in Dallas, and one followed her husband's military stationed in Arizona.

About

- Vietnam war veteran in 1968.
- PTSD.
- Hearing impaired.
- Low tech efficiency.
- Lewisville, TX.

Frustrations

 Hearing
 Short memory
 Slow moving
 Technology

Behaviors

- Shop at Walmart 2-3 times a week.
- Look for best price and deals.
- Typically shop for food, vegetable, and fruit.
- Keep forgetting things.
- Mistaking grandchildren’s names.

Personality



Needs and Goals

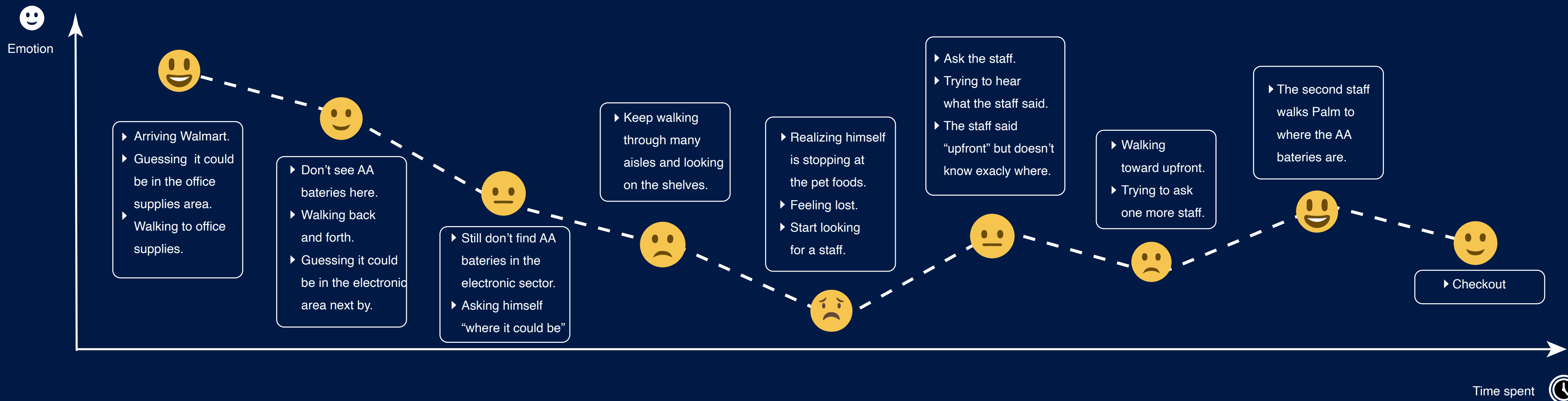
- Memory support.
- Hearing support.
- Find things easily.
- shop faster.
- Start learning technology.

Scenario

Few years ago, Palm’s daughters bought him a smart TV as a Christmas present, so he could have more entertaining options at home. However, the remote control is dead now, so he needs to go to Walmart to buy the batteries. Because he doesn’t usually shop for high-tech products, he is unsure where to find it.

Pain points

- ▶ Even though having a certain goal, user has to spend too much time to find what he needs.
- ▶ Because he is hearing impaired, asking multiple staffs to seek help is an extreme pain point.
- ▶ The item located in an area where the user didn't expect it to be.



Time spent 