



Deliberate Dan

- **Personal pronouns:** (he/him)
- **Statement:** "School is for sheeple, I'm here because my employer says I have to be"
- **Age:** 37
- **Location:** Hastings, lives alone, and enjoys the fortnightly pub quiz with his team (The Metal Heads)
- **Education:** Left school with no qualifications
- **Neurodiversity:** Irlen Syndrome
- **Employment:** Long-term employed, Orchard Production Manager
- **Other:** Is widely unliked in his community, has a small band of close friends, tends to be aggressive in most situations, micro-manages staff and work colleagues, prejudice towards minorities.

Aspirations

To be left alone to get on with it.

Motivations

- Financial incentives
- Showing others where they are wrong
- Making others feel unworthy
- Disrupting open discussions and being the centre of attention.

Needs

- Clear expectations
- Punctuality
- Conflicting opinions
- Signs of vulnerability in others
- Reduce screen brightness.

Online Literacy

- Owns Samsung Galaxy
- Uses email and Facebook
- Prefers to call and speak to someone instead of texting or using IM
- Uses work computer for personal correspondence
- Has no patience to fix software issues
- Happy to call IT Support if things go wrong.

Enablers

- Minor technical issues can be used as an excuse to complain
- Spelling mistakes and grammar errors warrant trolling other users
- Security through obscurity; has the technical knowledge to break in and share confidential data.

Barriers

- Broken hardware and out-of-date software
- Complex onboarding process
- Small hit radius (clickable area) on links and buttons
- Two-factor authentication.