



Name: Trucker Ted
Job: Long-Haul Trucker
Location: Texarkana, TX
Age: 38
Travel Frequency: High
Internet Use: Infrequent
Social Networks: Facebook
Technology: Google Pixel 4A

Bio:

Ted spends most of the year on the road, and his busy schedule prevents him from spending much time on the internet. However, when a delivery assignment sends him somewhere new, Ted likes to research the safest and most efficient routes to ensure his deliveries arrive on time and to prevent extra long drives. When Ted finds a useful resource, he shares it with fellow drivers on Facebook.

Ted has deuteranopia, meaning he has trouble distinguishing red from green.

Character Traits: Hardworking, Trustworthy, Thorough, Individualist

Habits: Ted likes to plan out each day carefully, whether choosing travel routes or maximizing family time on his days off. His internet time is mostly limited to short bursts, such as during a lunch break. Ted prefers information he can absorb quickly and rarely reads long articles.

Goals:

- Find efficient trucking routes
- Stay safe while driving
- Share useful information with fellow truckers
- Find deuteranopia-friendly websites and resources