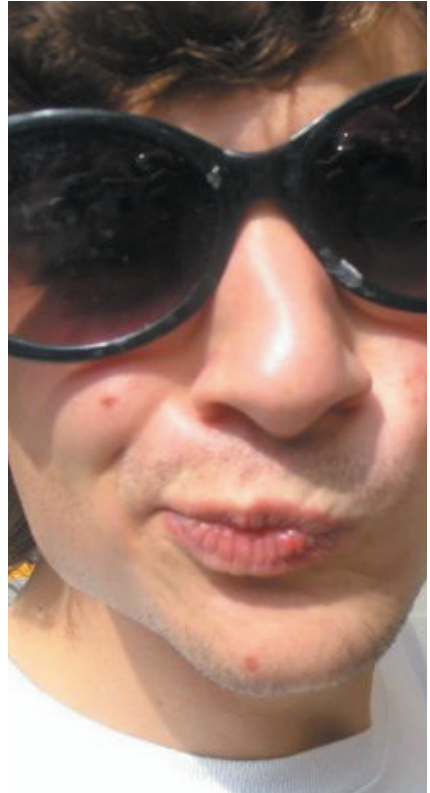




Information designer

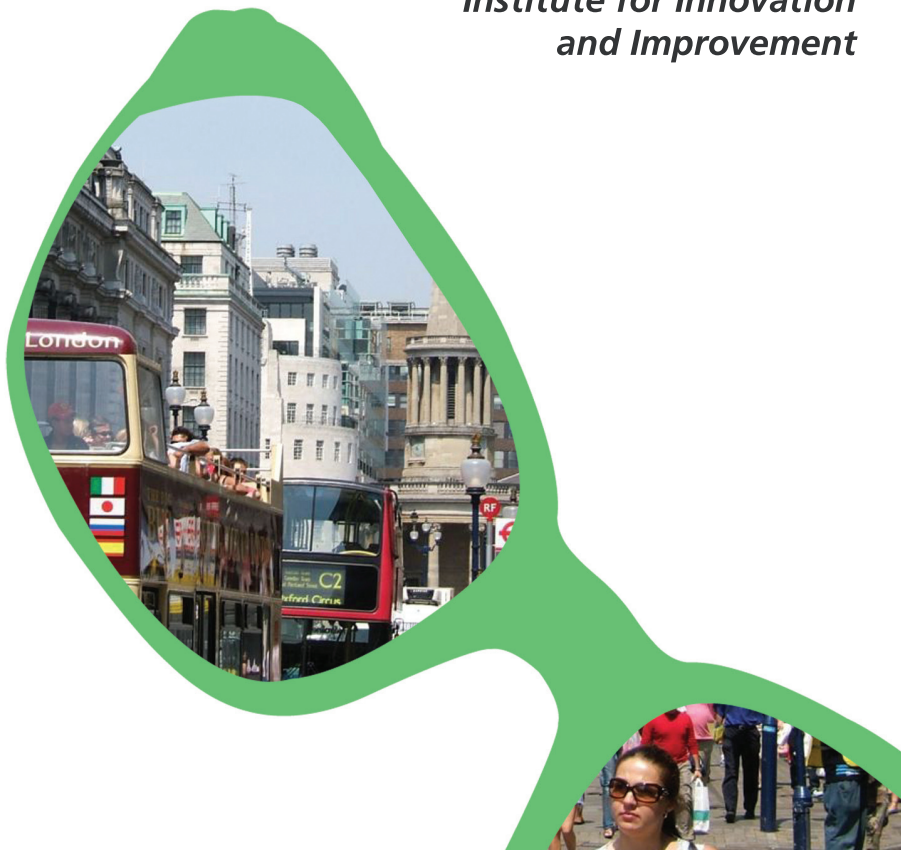
You are an incredibly trendy information designer and find different graphics, signals, colour and visuals really exciting. Everywhere you look, information is there to be digested in hundreds of different ways. You put on your shades (because you are very trendy) and head off to meet your friend for an iced vanilla frappuccino.

What do you observe as you walk to the café?





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Tourist

You are having a wonderful time, it's really exciting to be in the big city that you have always wanted to visit.

Getting around using public transport is very important because you want to see all of the main sights in your short stay.

You have started your day with a walk and are trying to decide a plan for the day.

As you walk around the bustling centre what do you observe?





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Elderly Person

You used to live in the city but since retiring you have moved to a pretty and quiet rural area. You still get the train into the city occasionally to do some shopping and this morning is one of those times.

You are excited about looking around your favourite department store as you need a new pair of shoes for your granddaughters christening.

As you walk from the tube station to the store what do you observe?





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Transport Improvement Person

Having finished a hard day solving the city's transport problems you decide to walk home rather than get the bus. You have responsibility for ensuring smooth transportation around the city for the next Olympic Games and your thoughts turn to this.

What do you observe?





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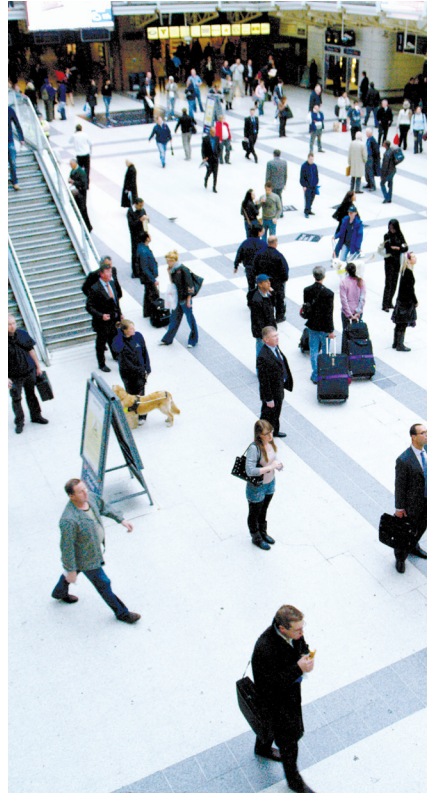




Health Improvement Person

You are a health improvement manager on your way from one meeting to another across London, you need to grab some lunch on your journey. You are very busy with lots of projects; but a high priority at the moment is improving safety across health and social care.

You need to think of some great new ideas for improvement in this area, what do you observe during your journey?





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Mother with child

You are a young, energetic mother and have taken your lively 3-year-old son out to the shops to buy some new shoes. You are walking around the town centre pushing your buggy.

What do you observe?





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