

User Persona – Description the People with Visual Impairment

Person A

- **Name:** Leire
- **Age:** 17
- **Gender:** Female
- **Visual Condition:** She was born with retinitis pigmentosa, a progressive condition causing tunnel vision and extreme light sensitivity. She currently has only 10% of central vision left.
- **Assistive Tools Used:** White cane, smartphone with screen reader (VoiceOver), and screen magnifier for reading short texts.
- **Context and Daily Life:**

Leire is a high school student living in a medium-sized city. She takes the bus daily to school, which is about 30 minutes away. At school, she uses a laptop with high-contrast mode, enlarged fonts, and voice feedback. She enjoys science and is interested in studying biomedical engineering.

She often faces challenges when navigating public spaces like cafés, bus stops, or shops, especially when digital interfaces are involved (touchscreens, QR menus, vending machines). She also finds it frustrating when classroom digital materials (presentations, infographics) are not accessible.

- **Goals and Motivations:**
 - She wants to navigate public spaces independently, without needing to ask for help.
 - She would like to use vending machines, digital kiosks, and touchscreens on her own.
 - She dreams of designing technology in the future that helps other people with disabilities.
- **Challenges and Frustrations:**
 - Difficulty reading information on public screens (bus times, menus, etc.) due to low contrast or glare.
 - QR menus and touchscreen interfaces are usually inaccessible.

- Inconsistent screen reader compatibility in websites and apps.
- Classmates sometimes unintentionally exclude her when using shared digital resources.
- **Design Hints for Your Team**
 - Think of a tool that could help her interact with a public screen or service independently.
 - Consider her sensitivity to light and reduced field of vision.
 - Your design should allow her to receive information in a non-visual format (e.g., audio, tactile).
 - Keep it simple, portable, and age-appropriate.

❖ Person B

- **Name:** Thomas
- **Age:** 42
- **Gender:** Male
- **Visual Condition:** He has low vision caused by advanced diabetic retinopathy. His sight is blurred and patchy, especially in low-contrast situations, and fluctuates during the day.
- **Assistive Tools Used:** Desktop computer with the JAWS screen reader, large-print keyboard stickers, a handheld electronic magnifier for printed text, and dark wrap-around glasses for glare reduction.
- **Context and Daily Life:**

Thomas works in the records department of a city government building. Most of his day is spent processing digital forms, answering email and updating citizen-service databases. He commutes on the metro, which requires navigating busy platforms and ticket kiosks. In the evenings he enjoys playing chess online and watching football highlight videos with audio description.

Digital PDFs and web portals at work are often poorly tagged for accessibility, forcing Tomás to rely on colleagues. Public ticket machines and menu boards rarely have speech output or tactile cues, making solo travel stressful.

- **Goals and Motivations:**
 - Handle all work documents independently, without asking for help to fill or sign PDFs.
 - Use public kiosks (metro, banking, parcel lockers) confidently.

- Reduce eye strain so he can keep working full-time and support his young family.
- **Challenges and Frustrations:**
 - Inconsistent heading structure and unlabeled buttons in government software.
 - Flat-glass ticket machines with no tactile guidance or audio prompts.
 - Small, low-contrast icons on mobile apps—even those labelled “accessible.”
- **Design Hints for Your Team**
 - Think of an add-on or companion app that announces screen elements and provides keyboard-like navigation on touch kiosks.
 - Offer magnification plus speech to suit fluctuating vision.
 - Keep interactions quick—Tomás can’t hold up the queue during rush hour.

❖ Person C

- **Name:** María
- **Age:** 68
- **Gender:** Female
- **Visual Condition:** Age-related macular degeneration causing central-vision loss; peripheral vision remains but is blurry. Reading small texts is almost impossible.
- **Assistive Tools Used:** Basic mobile phone with large physical buttons, talking wrist watch, and audio-book subscription. She avoids smartphones because touch screens confuse her.
- **Context and Daily Life:**

María lives alone in a rural village and loves tending her vegetable garden. Her nearest health clinic is 15 km away, so she arranges appointments by phone. Her son visits weekly and handles most tech tasks, like online banking and grocery orders. Spotty internet and limited public transport add to her isolation.

- **Goals and Motivations:**
 - Book medical appointments and check test results without relying on family.
 - Send voice messages or photos of her garden to her grandchildren.
 - Keep her independence as long as possible by adopting simple, reliable technology.
- **Challenges and Frustrations:**
 - Tiny icons and complex menus on health-service apps.
 - SMS appointment reminders are hard to read; automated calls speak too fast.
 - Fear of “breaking” devices if she presses the wrong area on a touch screen.
- **Design Hints for Your Team**
 - Consider a single-button voice assistant or tactile template that snaps over a phone.

- Use large, high-contrast text plus clear audio at adjustable speed.
- Solutions must work offline or with slow networks and survive rural dust and humidity.

❖ Person D

- **Name:** Saïd
- **Age:** 29
- **Gender:** Male
- **Visual Condition:** Totally blind since birth. No light perception.
- **Assistive Tools Used:** Smartphone running TalkBack, refreshable braille display, bone-conduction headphones, GPS navigation app, and a lightweight white cane.
- **Context and Daily Life:**

Saïd is a freelance translator who moves around a large city to meet clients at cafés and co-working spaces. They rely heavily on ride-sharing apps, public buses and digital ticketing. In leisure time Saïd enjoys live music and volunteers teaching braille literacy.

- **Goals and Motivations:**
 - Navigate unfamiliar indoor spaces (stations, malls, museums) without human assistance.
 - Buy tickets and check platform changes quickly while commuting.
 - Advocate for inclusive technology and share personal experiences on social media.
- **Challenges and Frustrations:**
 - Most indoor maps provide only visual cues and lack screen-reader-friendly data.
 - Ticket kiosks time-out before TalkBack reads all options.
 - Beacons or QR navigation systems exist but vary by venue and rarely integrate with mainstream apps.
- **Design Hints for Your Team**
 - Think of a portable, multisensory navigation aid that layers tactile or haptic guidance over existing GPS.
 - Ensure fast, gesture-friendly interaction—they're proficient with smartphones.
 - Minimal setup: Saïd switches venues often and can't depend on staff support.