**Disability Personas**

**1. Vision**
Person who is low vision, limited vision, partially sighted

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| **Name** | John |  |
| **Disability** | Blind |
| **Age** | 51 |
| **Occupation** | Therapist |
| **Location** | Orlando, FL  |
| **Bio** | John has been blind since birth and believes that this gives him a unique outlook on life. Since his wife died five years ago, he has really has enjoyed using social media to keep up with friends and family. |
| **Technology** | John uses JAWs screen reader and a refreshable braille display to read web content. On his mobile and tablet, he uses Voiceover, which is built into Apple devices.  |
| **Goals** | To be able to easily use more webpages without help. |
| **Frustrations** | * Websites that are not accessible.
* The use of inaccessible CAPTCHA tests.
* Having to ask for help from sighted friends.
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**2. Partial Vision**

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| **Name** | Anna |  |
| **Disability** | Limited Vision |
| **Age** | 54 |
| **Occupation** | Retail Clerk |
| **Location** | San Francisco, CA |
| **Bio** | Anna has cataracts that make her vision poor, cloudy, and washed out. When it comes to using technology or a website, she finds it hard to read. In most cases, she is not able to read the text or any of the navigation.  |
| **Technology** | Anna uses a screen reader and a software package called ZoomText, which magnifies the screen. She finds this really useful but sometimes the formatting doesn’t always look the same. |
| **Goals** | To build more tech skills and enjoy using her computer because she knows there’s a world out there that she’s missing. |
| **Frustrations** | * Trying to be more Tech Savvy but without access to anyone who really knows the answers to her questions.
* Having to ask for help from her husband or others when using inaccessible websites.
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**3. Hearing**
Person who is deaf or hard-of-hearing

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| **Name** | Amy |  |
| **Disability** | Deaf |
| **Age** | 42 |
| **Occupation** | Accountant |
| **Location** | Telluride, Colorado |
| **Bio** | Amy has been completely deaf since her early 20s. She mostly lip reads English to communicate with others. She will use American sign langue with anyone who knows it. |
| **Technology** | Amy doesn’t use any assistive technologies but does rely on captions or transcripts for audio and video content. When these aren’t available, she tries to lip read a speaker. |
| **Goals** | To feel connected to what’s going on and not to miss out because of a lack of accessible content. |
| **Frustrations** | * Video content with subtitles or captioning not always available.
* Any audio content that often lacks captions or transcripts.
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**4. Cognitive**
Person with intellectual or learning disability

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| **Name** | Sam |  |
| **Disability** | Dyslexia |
| **Age** | 26 |
| **Occupation** | Chef |
| **Location** | Dallas, Texas |
| **Bio** | Sam was diagnosed with Dyslexia at 14 years old. This means that when he is reading, the letters go out of focus or move around, and he gets headaches as a result.  |
| **Technology** | Sam uses Read & Write Gold, a piece of assistive software which allows him to review and create written content on his laptop. He also uses software that highlights text as it reads aloud to him. |
| **Goals** | To be able to access more content online that is easy to read and understand. |
| **Frustrations** | * Trying to complete tasks online that involve having to take in lots of information that isn’t well structured.
* Sites that have large chunks of text with moving content or automatically playing videos annoy him.
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**5. Physical**
Person who has mobility disability, mobility dexterity, physical disability, sensory disability, limited mobility

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| **Name** | Tina |  |
| **Disability** | Cerebral Palsy  |
| **Age** | 46 |
| **Occupation** | Office Assistant |
| **Location** | Scottsdale, Arizona |
| **Bio** | Tina has Cerebral Palsy which results in motor impairments. Her lower limbs are completely paralyzed which means she has to use a wheelchair. She primarily uses a laptop when she wants to do anything online or at work but relies on technology to help her use it. |
| **Technology** | * Voice recognition software
* Semantic markup because screen readers and voice recognition software rely on a good structure.
* Alternative text which matches graphical text.
* Mouse grids when sites are structured well enough to support the software.
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| **Goals** | To use the internet and her computer with less frustration because many parts are not accessible.  |
| **Frustrations** | * Websites that are not developed to operate with screen readers and other AT.
* Links that are not identifiable.
* Physical accessibility, because using a wheelchair in some places can be difficult or impossible.
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**6. Photosensitive**
Person with epilepsy or Photosensitive Seizures

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| **Name** | Miguel |  |
| **Disability** | Epilepsy |
| **Age** | 38 |
| **Occupation** | Business Analyst |
| **Location** | Burlington, Vermont |
| **Bio** | Tom had brain surgery five years ago and is prone to epileptic seizures. He has severe headaches sometimes and the seizure medications have side effects that can be difficult to cope with. |
| **Technology** | none |
| **Goals** | To use the internet on his computer or phone and not have a seizure or feel ill. |
| **Frustrations** | * Seizures that are triggered by flickering or flashing light.
* Certain types of visual patterns, particularly those with high contrasting colors
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**7. Color Blind**
Person with red/green Colorblindness

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| **Name** | Steve |  |
| **Disability** | Colorblind |
| **Age** | 59 |
| **Occupation** | Programmer |
| **Location** | Mobile, Alabama |
| **Bio** | Steve has been colorblind since birth. He is not able to see red and green. |
| **Technology** | none |
| **Goals** | To use the internet on his computer or phone and not have issues when red/green are used. |
| **Frustrations** | When color is used alone to explain important information. |

Resources:

[https://alphagov.github.io/accessibility-personas/](https://urldefense.us/v3/__https%3A/alphagov.github.io/accessibility-personas/__;!!BClRuOV5cvtbuNI!T0DPmt9Mw6V4_89JWBbPpRiTjmVWO74Up2GEg4SngBgqfJDyfA56dEw1-s72hw3QNufwrWuyVEZYCEg$)

<https://accessibility.blog.gov.uk/2019/02/11/using-persona-profiles-to-test-accessibility/>

[https://uxdesign.cc/creating-accessibility-personas-e7749d4096b4](https://urldefense.us/v3/__https%3A/uxdesign.cc/creating-accessibility-personas-e7749d4096b4__;!!BClRuOV5cvtbuNI!T0DPmt9Mw6V4_89JWBbPpRiTjmVWO74Up2GEg4SngBgqfJDyfA56dEw1-s72hw3QNufwrWuybKO5xUk$)

[https://www.ebsco.com/blogs/ebscopost/identifying-user-personas-accessibility-why-its-important](https://urldefense.us/v3/__https%3A/www.ebsco.com/blogs/ebscopost/identifying-user-personas-accessibility-why-its-important__;!!BClRuOV5cvtbuNI!T0DPmt9Mw6V4_89JWBbPpRiTjmVWO74Up2GEg4SngBgqfJDyfA56dEw1-s72hw3QNufwrWuyF3nEXzU$)

[https://opentextbc.ca/accessibilitytoolkit/chapter/using-personas/](https://urldefense.us/v3/__https%3A/opentextbc.ca/accessibilitytoolkit/chapter/using-personas/__;!!BClRuOV5cvtbuNI!T0DPmt9Mw6V4_89JWBbPpRiTjmVWO74Up2GEg4SngBgqfJDyfA56dEw1-s72hw3QNufwrWuyIU008GM$)

[http://www.uiaccess.com/accessucd/personas.html](https://urldefense.us/v3/__http%3A/www.uiaccess.com/accessucd/personas.html__;!!BClRuOV5cvtbuNI!T0DPmt9Mw6V4_89JWBbPpRiTjmVWO74Up2GEg4SngBgqfJDyfA56dEw1-s72hw3QNufwrWuyEhVcR5c$)

[https://uxplanet.org/accessibility-4-easy-to-follow-methods-5236146c5cc6](https://urldefense.us/v3/__https%3A/uxplanet.org/accessibility-4-easy-to-follow-methods-5236146c5cc6__;!!BClRuOV5cvtbuNI!T0DPmt9Mw6V4_89JWBbPpRiTjmVWO74Up2GEg4SngBgqfJDyfA56dEw1-s72hw3QNufwrWuyEagJzYo$)

[https://webdesign.tutsplus.com/articles/making-the-web-accessible-for-everyone-with-inclusive-design-and-diverse-personas--cms-27505](https://urldefense.us/v3/__https%3A/webdesign.tutsplus.com/articles/making-the-web-accessible-for-everyone-with-inclusive-design-and-diverse-personas--cms-27505__;!!BClRuOV5cvtbuNI!T0DPmt9Mw6V4_89JWBbPpRiTjmVWO74Up2GEg4SngBgqfJDyfA56dEw1-s72hw3QNufwrWuyjGbiJJM$)