Name

Age: Omar
Education: College
Hometown: Monterrey,Mexico
Family: Single
Occupation: Entrepreneur

- Expert user of assistive technologies, including screen readers, voice assistants, and refreshable Braille displays.
- Comfortable using his smartphone and laptop for communication, work tasks, and entertainment.
- Prefers apps with strong accessibility features and keyboard navigation options.
- Actively seeks out new apps that can support his active lifestyle and health goals.

- He is health-conscious and strives to maintain a peak physical condition for his hobbies.
- Omar recently started a new business venture and finds himself eating out more often, which has him concerned about maintaining a balanced diet.

- Visually appealing layouts and graphics can be meaningless for someone who is completely blind.
- Difficulty finding healthy meal options when eating out or relying on pre-packaged foods.
- Frustration with recipe instructions that are overly reliant on visual descriptions.

Name

Age: Maria
Education: College
Hometown: Mexico city
Family: Married
Occupation: Retired accountant

- She is legally blind due to macular degeneration but has been using screen readers and other assistive technologies for over 10 years.
- Maria is independent and active, taking daily walks in her neighborhood and attending social events with friends.
- She recently joined a local senior center and is interested in improving her overall health and well-being.
- Maria enjoys cooking traditional Mexican food but is concerned about managing her cholesterol and blood pressure.

- Comfortable using a smartphone and tablet with a screen reader.
- Regularly uses apps for social media, messaging, and online banking.
- Prefers apps with clear and concise instructions and accessible interfaces.
- Open to learning new technologies that can improve her quality of life

- Visually complex interfaces and cluttered layouts can be difficult to navigate with a screen reader.
- Apps that lack accessibility features, such as alternative text descriptions for images, can be frustrating to use.
- Difficulty finding healthy recipes that are easy to prepare and culturally relevant.
- Balancing traditional dietary habits with the need to manage chronic health conditions.