# Demographics

Age: 47 years

Location: Milton Keynes, UK

Occupation: Freelance content writer

Education: BA (Honours) in English Literature

# Bio

Alex is a 47-year-old mother of two who works from home as a freelance content writer. She has retinitis pigmentosa, a degenerative eye condition that has left her with tunnel vision and difficulty seeing in low-light settings. Recently, Alex has also developed mild tremors in her hands, which makes precise cursor control and long typing sessions challenging.

Despite these challenges, Alex is passionate about her work and values her independence. She uses assistive technology to navigate her daily activities and relies heavily on accessible tools to remain productive.

She is interested in undertaking some further studies to improve her technology knowledge and skills so that she can write content about her experiences from a technologically informed perspective.

# Goals and motivations

Maintain her career and meet deadlines independently.

Communicate effectively with her clients via email and collaboration tools.

Access news, study materials, and entertainment online without frustration.

Stay connected with her family and friends through social media and messaging platforms.

# Disabilities and challenges

## Vision disability

Struggles to see small fonts, fine details, or complex layouts.

Difficulty distinguishing between colours with low contrast.

Navigation is slower due to limited peripheral vision.

## Motor-control Issues

Has difficulty using a standard mouse due to hand tremors.

Finds touch gestures on mobile devices challenging to perform precisely.

# Assistive Technology and adaptations

## Screen reader

JAWS on her desktop, VoiceOver on her iPhone.

## Zooming tools

Uses magnification software like ZoomText and browser zoom features.

## Keyboard shortcuts

Relies on shortcuts for navigation to minimize mouse use.

## Alternative input devices

Uses a trackball mouse and occasionally a stylus for better control.

## High-contrast mode

Prefers websites and applications with high-contrast themes and dark modes.

## Speech-to-text

Utilizes dictation tools for longer documents to reduce typing strain.

# Pain points

Inaccessible websites with poor contrast or unlabelled buttons.

Websites with dynamic content that doesn’t interact well with her screen reader.

Tiny clickable areas and hover-dependent interactions.

Complex or cluttered navigation menus.

Captchas that rely on visual cues or precise mouse control.

# What Alex values in accessibility

## Clear and readable text

Adjustable font sizes, high contrast, and sufficient spacing between text elements.

## Keyboard accessibility

Sites and applications she can fully navigate without needing a mouse.

## Assistive Technology compatibility

Features and interfaces that work smoothly with her screen reader and magnification tools.

## Simplified navigation

Logical, consistent layouts with clear headings and no reliance on hover-based actions.

## Error tolerance

Tools that allow her to undo or redo actions if her motor issues cause mistakes.