

NALEDI DUBE

PROFILE

Gender	:	Female
Age	:	21
Education	:	Bachelor's degree
Occupation	:	Marketing
Address	:	Flat 4, Plot 2031, Baebele Road, Gaborone, Botswana



“

“Accessibility isn't a feature add-on; it's the whole experience.”

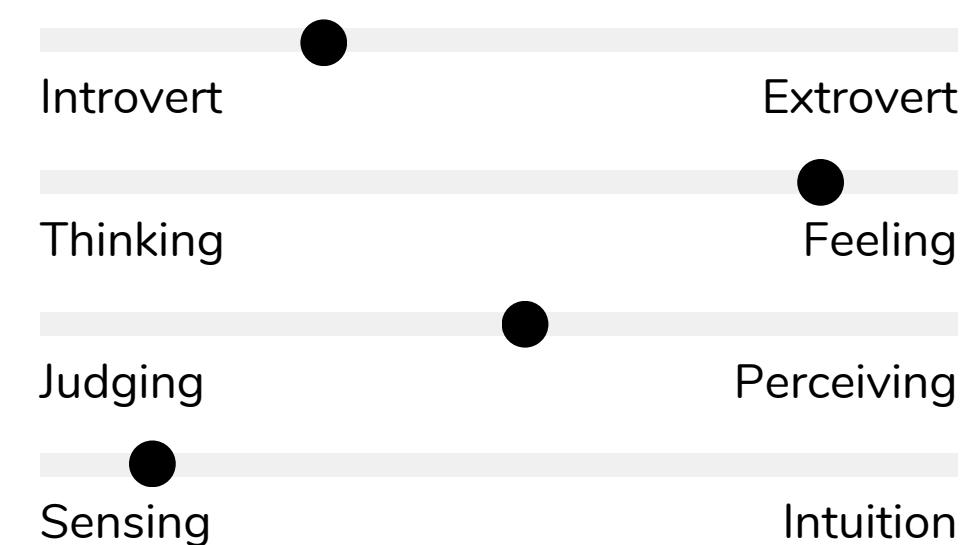
BIOGRAPHY

Twenty-one-year-old Naledi is a Deaf Computer Science student at University of Botswana. She lives in student housing during the semester and keeps a packed schedule with lectures, labs, and coding assignments. Naledi communicates mainly through sign language and text, and she prefers information that's clear, visual, and confirmed in writing.

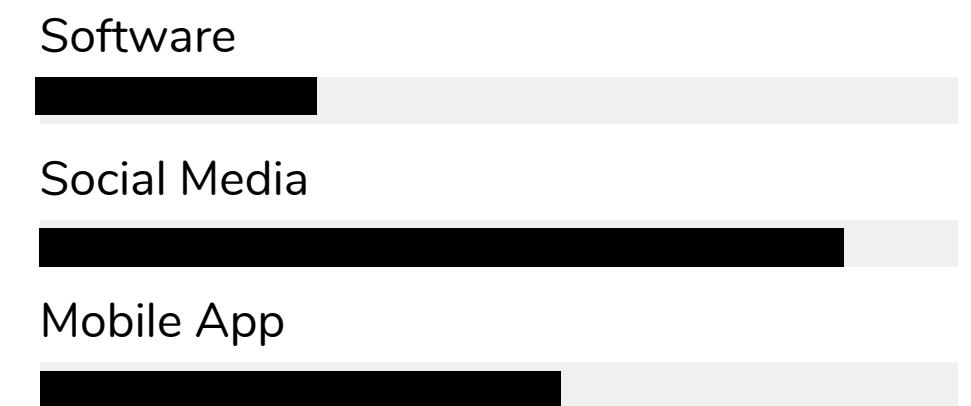
Most weekdays, Naledi moves between classes, the library, and the computer lab, relying on her phone for messages, reminders, and school updates. She avoids voice calls and voice-only phone menus because they often lead to delays or misunderstandings. When something is urgent, she wants a simple, predictable way to get help without extra back-and-forth.

Naledi sometimes needs support specifically related to her deafness like ear discomfort, changes in hearing, device questions, or guidance from a doctor experienced with Deaf patients. She gets frustrated when clinics expect phone calls or when accessibility needs aren't understood from the start. With the app, she wants to contact a doctor who supports Deaf patients and choose an accessible option like captioned video or text-based communication, with clear written follow-up so she can review it later.

PERSONALITY



TECHNOLOGY



DISABILITY

- Difficulty in hearing

DR. KABELO MOTSAMAI

PROFILE

Gender : Male
Age : 42
Education : MSc Audiology
Occupation : Audiologist
Address : Plot 2147, Independence Avenue, Gaborone, Botswana



“

If communication is not accessible, the care is not accessible”

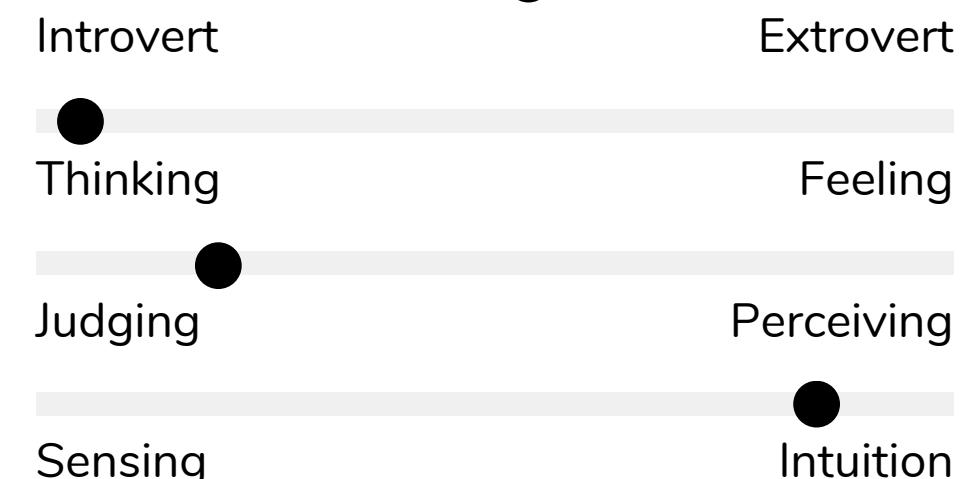
BIOGRAPHY

Forty-two-year-old Dr. Kabelo Motsamai is an ENT doctor in Gaborone who often supports Deaf and hard-of-hearing patients and works closely with an audiology clinic. He splits his time between in-clinic appointments and a few virtual consultation blocks, and he values calm, clear communication. Dr. Motsamai takes pride in making patients feel respected and understood, especially when they have specific access needs.

Most days, Dr. Motsamai sees a full schedule of patients with ear discomfort, hearing changes, and follow ups related to hearing devices. When a patient's communication preference is not known in advance, the visit can start with confusion and wasted time setting things up. He gets frustrated when clinics rely on phone calls for coordination or when family members are expected to interpret, because it can reduce privacy and accuracy. Virtual visits can also go poorly when captions are unreliable or the platform does not support easy typing.

Dr. Motsamai wants the app to make accessibility normal and consistent by showing communication preferences before the appointment and setting up virtual visits with captions and chat ready. His goal is to provide efficient, high quality care without the patient having to fight through barriers just to be understood. With a smoother booking and setup process, he can focus on diagnosis and next steps rather than logistics.

PERSONALITY

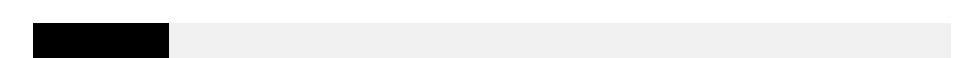


TECHNOLOGY

Software



Social Media



Mobile App



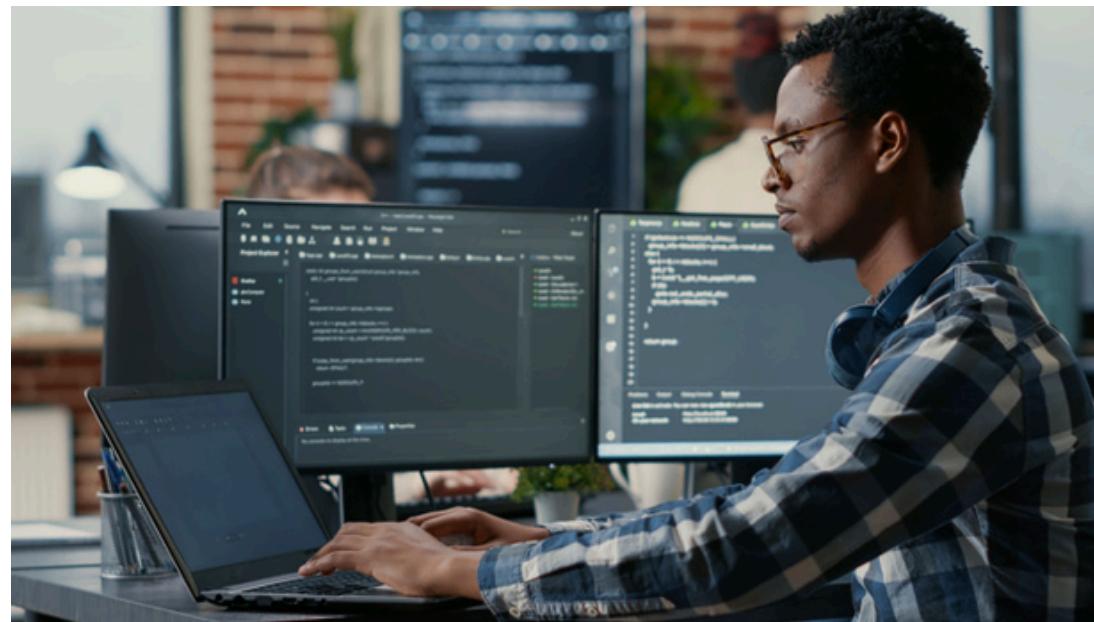
DISABILITY

- ADHD

THABO KETSHABILE

PROFILE

Gender : Male
Age : 35
Education : BSc in Information Technology
Occupation : Hospital Systems Administrator
Address : Nelson Mandela Drive, Gaborone, Botswana



“

If the system is not reliable, accessibility fails first.”

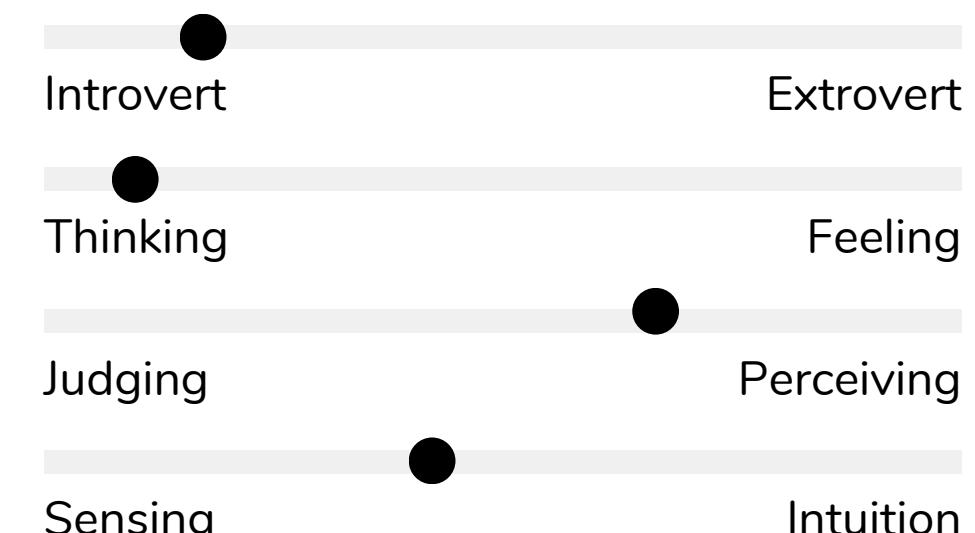
BIOGRAPHY

Thirty-five-year-old Thabo is a system administrator at a mid sized hospital in Gaborone. He manages the hospital's scheduling tools, user accounts, and appointment systems, and he is often the person staff call when something urgent breaks. Thabo is calm under pressure and detail oriented, and he prefers solutions that are simple, secure, and easy to support long term.

Most of Thabo's day is spent handling issues that interrupt clinic flow, such as login problems, booking errors, and virtual visit links that fail at the last minute. He supports front desk staff who are busy and stressed, so he tries to fix problems quickly without adding more steps to their workflow. When systems are confusing, staff create workarounds, and that usually leads to inconsistent data and more support tickets.

Thabo's goal with the app is to make access for Deaf patients consistent by capturing communication preferences clearly and passing them to the doctor automatically. He gets frustrated when accessibility needs are hidden in free text notes, discovered after the appointment is booked, or impossible to track to completion. He wants the app to support captioned virtual visits and text chat reliably, with clear logs so staff can see what was requested and what was confirmed. For Thabo, success is fewer last minute surprises, smoother appointments, and a system that helps Deaf patients get care without extra barriers.

PERSONALITY

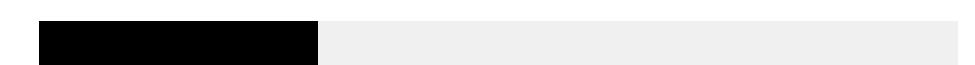


TECHNOLOGY

Software



Social Media



Mobile App



DISABILITY

- None