

Empathy Maps & User Personas for Seek and Sight MVP

This document outlines key learner profiles for the Seek and Sight MVP prototype. It helps UX designers build personalized, research-based experiences that meet the needs of children with specific learning disabilities.

Persona 1: Ava - The Visual Learner with Dyslexia

Profile Overview:

- Name: Ava Thompson
- Age: 7
- Disability: Dyslexia
- Grade Level: 1st Grade
- Location: Urban elementary school
- Device Access: Tablet with headphones

Empathy Map:

Thinks: "Words don't make sense sometimes.", "Why do others read faster than me?", "I need more time to figure things out."

Feels: Frustrated, Embarrassed, Relieved

Says: "Can you say that again?", "I don't get it!", "I like when I can hear the word first."

Does: Repeats tasks, Taps icons, Relies on audio or pictures

Design Implications:

- Use audio instructions for every task
- Highlight phonetic chunks in color-coded text
- Provide multiple tries without penalty

- Offer a gentle learning tone with calm visual feedback

Persona 2: Leo - The Fast-Paced Explorer with ADHD

Profile Overview:

- Name: Leo Martinez
- Age: 6
- Disability: ADHD
- Grade Level: Kindergarten
- Location: Suburban school with an IEP
- Device Access: Chromebook and touchscreen

Empathy Map:

Thinks: "This is boring!", "I forgot what I was supposed to do.", "Let me try something else."

Feels: Frustrated, Distracted, Energized

Says: "Can I do something fun now?", "Yay! I got a badge!", "I'm done!"

Does: Leaves tasks unfinished, Responds to rewards, Clicks quickly

Design Implications:

- Short, timed tasks with quick rewards
- Vibrant visuals and sounds
- Reward badges and positive reinforcement
- Simple navigation with minimal text

Persona 3: Noah - The Detail-Oriented Listener with Visual Impairment

Profile Overview:

- Name: Noah Williams
- Age: 9
- Disability: Mild Visual Impairment
- Grade Level: 3rd Grade
- Location: Rural homeschool setting
- Device Access: iPad with screen reader

Empathy Map:

Thinks: "I can't see what that says.", "I wish everything was clearer.", "I like when it reads the words to me."

Feels: Anxious, Confident, Independent

Says: "I need it bigger.", "Can I hear it again?", "It's too bright."

Does: Zooms in, Uses text-to-speech, Prefers high contrast

Design Implications:

- Enable text-to-speech
- Use larger fonts and bold contrast themes
- Avoid cluttered visuals
- Offer keyboard/screen reader navigation if possible

Summary: How UX Designers Use These Personas & Empathy Maps

UX designers will use these tools to:

- Build personalized learning environments.
- Ensure accessibility, retention, and engagement.
- Design adaptive game mechanics and feedback systems.
- Guide prototyping, testing, and future iterations.