User Personas

Building raving fans with hearing loss users

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DO YOU GROUP HEARING LOSS USERS UNDER ONE PERSONA?

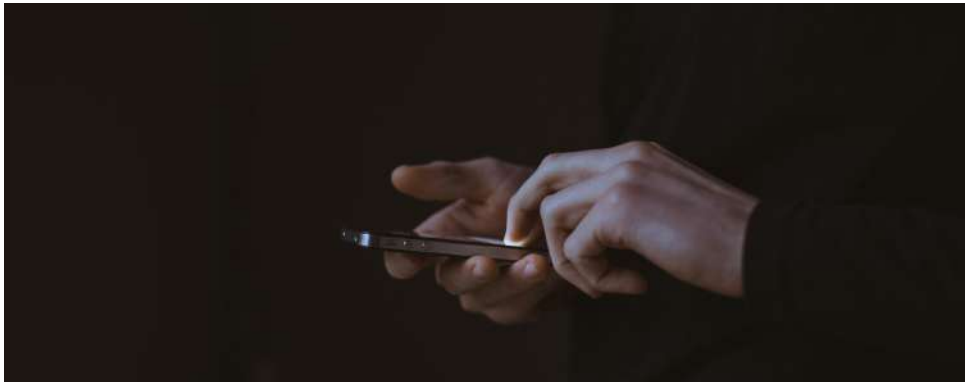
ABOUT ME

Eyra Abraham

Founder/CEO of Lisnen, an AI-led tech startup serving deaf and hard of hearing individuals

www.lisnen.com

Factors in a USER PERSONA



Acquired Hearing Loss

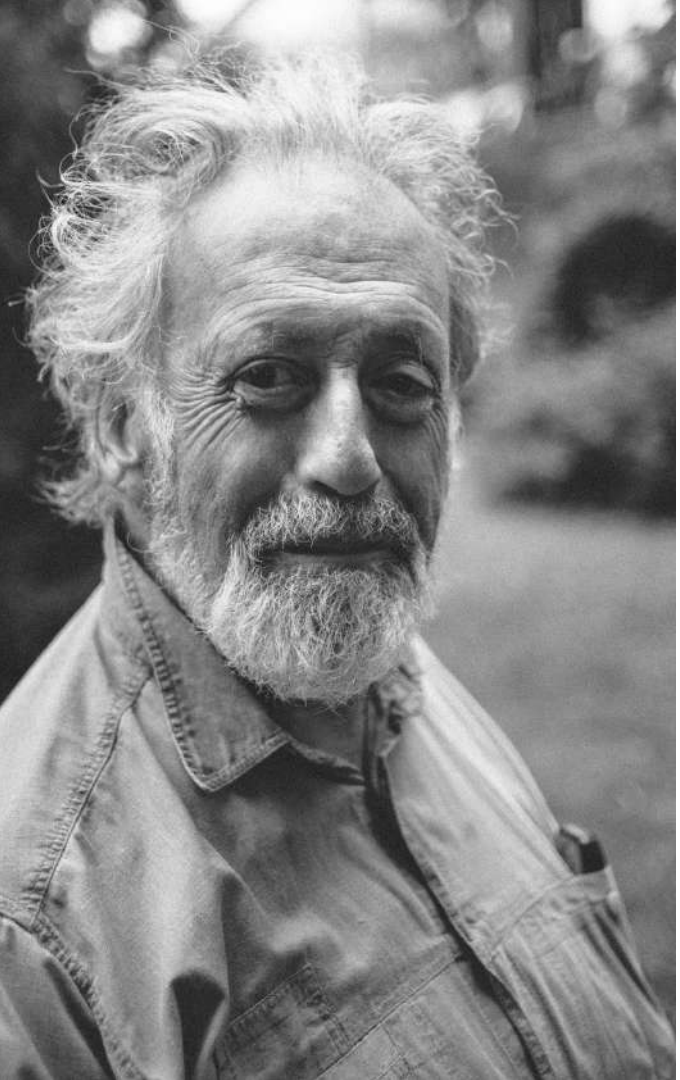
Adult — Child

Hearing Loss in dB

Mild — Profound

Communication Preferences

Traditional — Cultural



Profile

Acquired Hearing Loss

Hearing Loss in DB

Behaviors

- Denial of hearing loss
- Volume at maximum
- Avoid closed-captions

User #1

Frustration

- Misses information
- Strains to hear
- Family members' frustration

Motivation

- Amplification
- Clarity of speech
- Maintaining independence

Profile

Acquired Hearing Loss

Hearing Loss in DB

Behaviors

- Seeks visual & tactical cues
- Prefers closed captions

User #2

Frustration

- Easy to miss information
- Listening fatigue

Motivation

- Clear & concise information
- Needs visibility & context

Profile

Acquired Hearing Loss

Hearing Loss in DB

Behaviors

- Prefers sign language
- Uses visual & tactical cues
- Audio is off

User #3

Frustration

- Interruptions
- Lack of visibility

Motivation

- Needs visibility & context at all time
- Hands-free operation

Thanks!

Let’s connect!

www.lisnen.com

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