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ASSIGNMENT # 1

1. What is Universal Design?

When we say universal design, it is a design philosophy that has the goal of creating something that can be used by all as much as possible without needing to opt for specialized design. It focuses more on designing something that can cater diverse range of ages, abilities or other characteristics.

2. What are the Seven Universal Design Principles?

- Equitable use
- Flexibility in Use
- Simple and Intuitive Use
- Perceptible Information
- Tolerance for Error
- Low Physical Effort
- Size and Space for Approach and Use

3. What is Persona?

In the context of design, persona is a user profile that has been made based on real people. It is supposed to help in determining the target users' needs, behaviors, and such to essentially design something that is more human-centered.

4. What are the four different perspectives on persona?

- Goal-directed
- Role-based
- Engaging
- Fictional