

"Technology plays a crucial role in my daily life, helping me navigate the world with confidence. Having access to personalized support and real-time navigation assistance would greatly improve my commuting experience."



### Personal Information

**Name:** Sarah Thompson

**Age:** 28

**Address:** California, USA

**Occupation:** Social Worker

**Education:** MS- Social Work

**Marital Status:** Married

### Goals and Needs

**Safe & Independent Commuting:** Sarah aims to navigate her commute independently, prioritizing safety.

**Efficient Navigation:** She seeks real-time guidance through complex transit systems.

**Awareness:** Sarah values awareness of her surroundings to avoid obstacles confidently.

**Ease of Use:** She requires a user-friendly solution for both the walking stick and app.

**Reliable Information:** Accurate, up-to-date transit info is crucial for effective planning.

**Emergency Support:** Quick access to emergency services for unforeseen circumstances.

### Background

Hey, I'm Sarah! I'm 28 and work as a social worker. Life got tricky when I lost my sight in my early twenties, but I'm not letting that stop me! Every day, I head to work, mixing up my travel with walks, bus rides, and sometimes hopping on the subway. My trip takes around 45 minutes to an hour, giving me plenty of time to take in the city buzz. My phone is my go-to buddy, helping me figure out the best routes and keeping me in the loop about any delays. It's like a little adventure each day, with its ups and downs, but I'm determined to tackle whatever comes my way! Though, I have to admit, while current apps are helpful, they're not quite up to the mark. But hey, they're doing their best to help me out!

### Expectations

**Accurate Navigation:** Sarah expects reliable real-time guidance through transit systems.

**Intuitive Design:** She values simplicity in both the stick and app operation.

**Seamless Integration:** Sarah desires smooth connectivity between stick and app for a hassle-free experience.

**Safety Features:** Advanced obstacle detection and emergency assistance are paramount for peace of mind.

### Frustrations

**App Accessibility:** Sarah finds it frustrating when apps and websites aren't easy for users like her to use.

**Transit Confusion:** Sarah gets annoyed when transit apps don't give her accurate info, making her commute unpredictable.

**Depending on Others:** Sarah feels frustrated relying on sighted help through apps like Be My Eyes instead of being fully independent.

**Hard to Navigate:** Sarah struggles with apps that don't have clear buttons or voice feedback, making them tricky to use.

**Limited Tech Options:** Sarah wishes there were more tech tools made specifically for people like her, so she could do more on her own.

### Frequently Used Apps



**RNIB Navigator:** Sarah relies on RNIB Navigator for clear audio directions and voice commands, making navigating new places a breeze.



**Be My Eyes:** Be My Eyes connects Sarah with sighted volunteers for visual assistance, helping with tasks like reading labels or finding her way in unfamiliar places.



**BlindSquare:** BlindSquare provides audio descriptions of surroundings and nearby points of interest, aiding Sarah's navigation with ease.



**TapTapSee:** It helps Sarah identify objects by capturing photos and receiving clear audio descriptions, simplifying daily tasks.



**Seeing AI:** Seeing AI is Sarah's go-to for accessing visual information on the fly, from reading texts to recognizing objects.