



USER PERSONAS AND USE CASES

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Alfred, 74

Alfred is a wheelchair user who strives to live independently and navigate her city with ease. She is tech-savvy and uses mobile applications for various tasks, including commuting.



Challenges

- He is often **unsure if he'll encounter obstacles** like stairs, narrow pathways, or uneven curbs.
- He has limited mobility options and **wants to avoid detours or inaccessible areas that would require assistance.**
- Alfred's family worries about **his safety** when he is out alone, so reliable navigation is essential.



Goals

- **Stay active and independent**
- Spend quality time, meeting friends and family

"I want to explore the city on my terms without the worry of inaccessible routes or needing constant help."





Maja, 32

Uses a stroller for her young child. She is a devoted mother and works as a Graphic Designer. She likes exploring new neighborhoods not to get bored by daily walks with her child.



Challenges

- Finding stroller-accessible routes that avoid **stairs, uneven paths, and narrow sidewalks is a constant struggle.**
- Sometimes she has to **carry the stroller**, but it is really hard and unpleasant
- Maya wants to save time and avoid potential **obstacles that make outings with her child stressful.**



Goals

- **To move easily and safely around the city with her child** without worrying about accessibility challenges.
- Find scenic and stroller-friendly routes to parks, libraries, and child-friendly cafes.

"Navigating the city with my child shouldn't be a hassle; I need accessible, safe routes that let us explore with ease."





Use case 1

Alfred Plans a Visit to a Local Museum

Persona: Alfred Thompson, 74, wheelchair user

Goal: Find an accessible route to the local history museum without encountering obstacles.

1. Alfred opens AccessMap on his smartphone
2. Enters the museum address
3. Selects the "wheelchair accessible route" option.
4. The app provides him with step-by-step navigation that avoids stairs, high curbs, and narrow pathways
Along the route, the app alerts him to an ongoing construction site, suggesting a detour that keeps him on accessible sidewalks.
5. Alfred follows the accessible route and arrives at the museum without any unexpected obstacles, enjoying his day out independently.

App Features Used:

- Accessible route customization
- Real-time construction and obstacle alerts
- Step-by-step navigation with accessible landmarks and pathways marked



Use case 2

Maya Navigates a Scenic Route to the Park with Her Child

Persona: Maya Rios, 32, new parent, uses a stroller

Goal: Find a stroller-friendly route to a park that includes a smooth path, shade, and resting spots.

1. Maya plans to take her baby to a nearby park for a playdate.
2. She enters the park address into AccessMap
3. Selects "stroller-friendly route" with preferences for shade and low-traffic areas.
4. The app maps out a route through shaded, wide sidewalks with easy curb cuts and a few benches along the way.
5. Maya also checks community notes within the app and sees tips from other parents about a nice coffee shop along the way where she could stop.
6. She arrives at the park comfortably, having taken a pleasant, scenic route without any stress.

App Features Used:

- Stroller-friendly route customization
- Community insights and notes on the route (e.g., tips from other parents)
- Information on shaded paths, curb cuts, and resting spots



Use case 3

Maya goes shopping with her Child in a new city

Persona: Maya Rios, 32, new parent, uses a stroller

Goal: Find a stroller-friendly route to the shop in a new city.

1. Maya and her family are visiting a new town for a short stay, and she needs to go to the nearest grocery store to pick up supplies.
2. Unfamiliar with the town's layout, she opens AccessMap and enters the address of the grocery store.
3. Selects the "stroller-friendly route" option to avoid stairs, narrow pathways, and high curbs.
4. AccessMap provides her with a route that highlights wide, stroller-friendly sidewalks, low-traffic streets, and crosswalks with curb cuts.
5. The app includes an estimated time and distance for the route, allowing Maya to plan her grocery trip efficiently..
6. Maya arrives at the grocery store without any detours or disruptions, making the errand smooth and easy even in an unfamiliar area.

App Features Used:

- Stroller-friendly route customization with curb cuts and wide sidewalks
- Route time and distance estimates for efficient planning