

Ava Smith

age: 21

residence: State, city, or even neighborhood

education: College

occupation: Student

marital status: Married, single, with kids, without



A quote from to help define their voice and personality.

Ava is a 21-year-old college student and has been completely blind since birth. She relies heavily on assistive technology to navigate daily tasks.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

What's needed in order to make him or her feel successful.

Needs

- As a frequent user of screen readers like JAWS on her Windows laptop and VoiceOver on her iPhone, Ava requires seamless integration with these technologies
- Ava needs an app that provides quick and convenient access to nutrition label information

Values

- Ava values accessibility
- Ava values her independence and self-sufficiency

Wants

- Ava prefers apps that offer customization options such as voice settings, allowing her to tailor the app to her preferences and needs
- Ava would like multiple ways to access/lookup specific nutrition labels as scanning them is difficult and not always possible

Fears

- Ava fears encountering barriers or limitations in accessing information or services
- Ava is apprehensive about relying too heavily on others for assistance with everyday tasks

Jo Smith

age: 68

residence: State, city, or even neighborhood

education: College graduate

occupation: Retired

marital status: Married, single, with kids, without



A quote from to help define their voice and personality.

Visually impaired. Tends to frustrate easily when it comes to technology and therefore stays away from it.

Comfort With Technology

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Criteria For Success:

What's needed in order to make him or her feel successful.

Needs

- big font
- high contrast for better visibility
- clear, straight to the point functionality

Values

- font size adjustor
- visibility/contrast adjustor
- clear and easy-to-understand functions
- independence (no need of outside help)

Wants

- color changes
- customization for font

Fears

- Worried there may be too many buttons or not clear enough buttons for accessibility

NAME

Keith Cooper



Suffers from Diabetic Retinopathy

Experiences vision loss and has a hard time processing information

Demographic

♂ Male 35 years
Married
Architect
Bachelors of Architecture

Needs

- As someone that is new to using screen readers, he'd like the reader to be able to tell him nutrition facts from the snacks he eats
- However, with the nutrition being read, he needs them to be easier to understand as too much information can be overstimulating for him

Values

- Speed of information
- Tools that can be used in supermarkets to be paired with screen readers

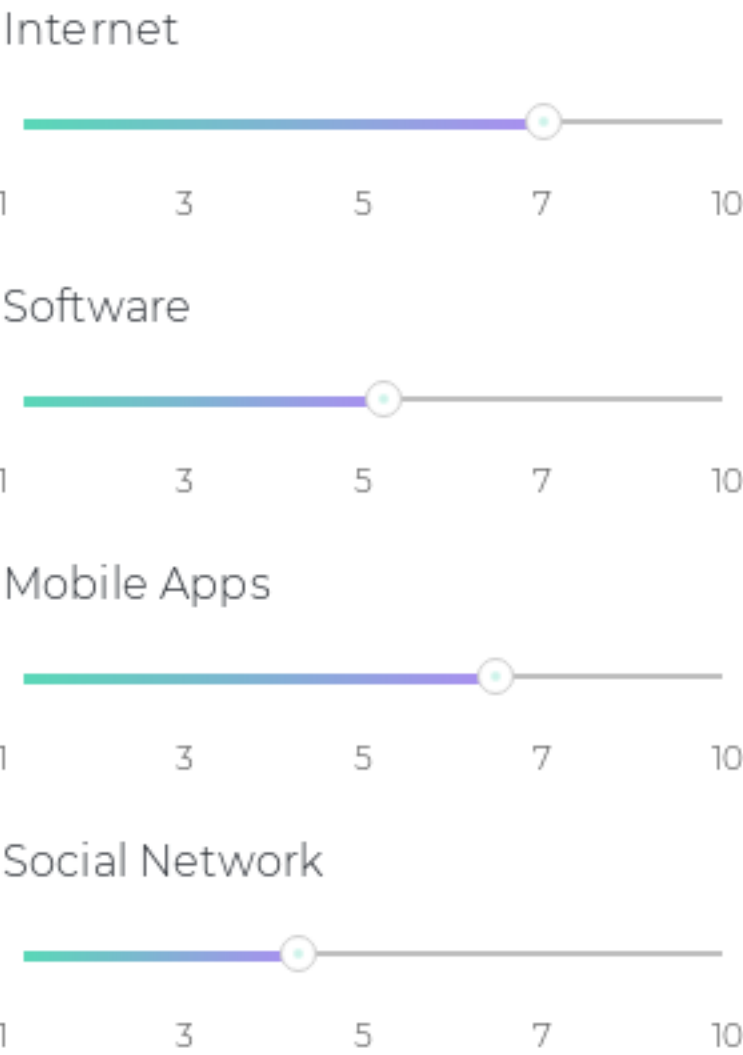
Wants

- Control the speed of the information being read
- Being able to only have certain nutrition facts he wants to hear(ex. he can pick to have only carbohydrates read to him)

Fears

- Not being able to have only certain facts read out to him
- Not all nutrition labels being able to be read with the screen reader

Comfort With Technology



Jenny Li

age: 19

residence: Columbia

education: High School graduate

occupation: College student

marital status: single



A quote from to help define their voice and personality.

Jenny Li, is a college student who volunteers as a scribe for the visually impaired. She has heard from them about their distress in reading labels.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Easy accesibility
-

Values

- font size
- easy to learn
- should be able to work without support
-

Criteria For Success:

What's needed in order to make him or her feel successful.

Wants

- Wants to help the visually impaired by providing specialized apps for easy reading

Fears

- delayed process in making accessible apps