

Inclusive Design

[1]



(Proto) Persona

Traits

Basic traits of the original persona (age, gender, skills, context).

Goal

What is its goal? What is its "job to be done"?

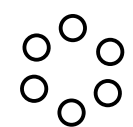
Problems

What difficulties does the persona face?

Solution

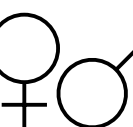
What is the solution? What is needed to use it?

[2]



Permutations (what happens when something changes...)

What happens when the traits of the original persona change? How will the way the product is used change? What additional information will be needed? What technologies will be required to use the product?

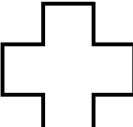


Gender identity

Gender or how the user defines themselves. The solution will be based on gender stereotypes or data that does not account for gender-related differences.

PROBLEMS

POTENTIAL SOLUTIONS



Physical condition / Mental state / Age

Permanently, temporarily, or situationally, the person may lose the ability to see, hear, or feel. Mobility or cognitive abilities may become limited. Emotions such as anxiety, agitation, or euphoria may arise. Age may change.

PROBLEMS

POTENTIAL SOLUTIONS



Personal life / Professional life

Aspirations may change (e.g., due to a raise or promotions). Financial status may decline. They may move to a larger or smaller city, become a parent, or lose a loved one.

PROBLEMS

POTENTIAL SOLUTIONS

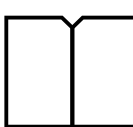


Technology / Environment / Circumstances

The operating system or device they use may change. The signal in their location might be weak. Notifications may be turned off. They may be unable to speak or write.

PROBLEMS

POTENTIAL SOLUTIONS

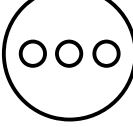


Knowledge / Skills / Qualifications

The level of digital skills may change (either very low or very high), or the level of knowledge in a specific field may shift (becoming an expert or a beginner).

PROBLEMS

POTENTIAL SOLUTIONS



Other

PROBLEMS

POTENTIAL SOLUTIONS

[3]



Business opportunities

Which of the potential solutions support the key users?

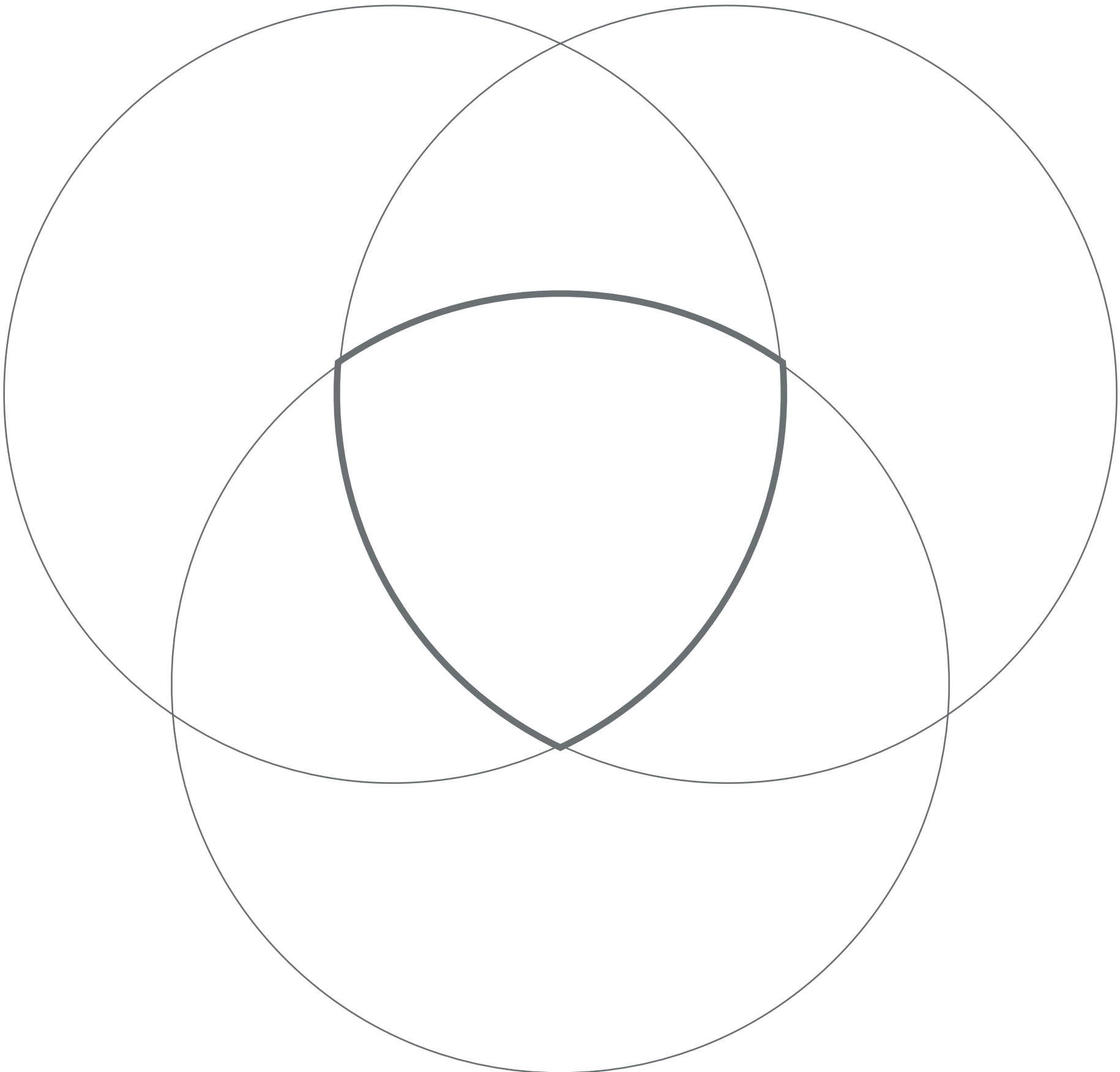
Which of them can be used in multiple cases?

Which of them can be a unique feature of the solution and expand the user base?

Which of them have more than one of these characteristics and have the potential to be an opportunity not to be missed?

Key users

Multiple cases



Unique selling point (USP) of the product

