## Persona 1: Sara Ahmed

**Age:** 45  
**Relationship Status:** Married  
**Children:** No Children  
**Condition:** Living with arm-onset MND, Struggles with hand movement; prefers eye-tracking or voice tools.  
**Lives with:** Husband, part-time caregiver and her speaking parrot  
**Language:** Arabic (Native), English (Fluent)  
**Personality:** Empathetic, Honest, Creative, Goal-Oriented, Organized  
**Tone Preference:** Semi-formal, clear, to-the-point, playful  
**Communication Style:** Expressive, realistic, minimalist  
**Phrasing & Phrases:** “YOLO.” “See you later, alligator.”  
**Assistive Setup:** Tablet with eye-tracking  
**Fatigue Profile:** Moderate effort; prefers a mix of suggestions and personal edits  
**Hospital Visits:** Weekly  
**Social Context:** Talks to husband, caregiver, family and friends, parrot pet  
**Conversation Type:** Emotional sharing, encouragement, humor  
**Triggers:** Robotic tone, cold/clinical responses  
**Topics Enjoyed:** Cooking, music, based-on-true-stories movies, religion  
**Topics Avoided:** Pity-based framing, end-of-life planning  
**Emotional Anchor:** Faith, meditation, Arabic music  
**Humor Style:** Silly, playful, light puns  
**Values:** Kindness, joy, spirituality, connectedness

## Persona 2: Victor

**Age:** 32  
**Condition:** Living with early-stage Motor Neuron Disease (MND)  
**Relationship Status:** Single  
**Children:** None  
**Lives with:** One roommate (close friend from high school) and part-time care giver  
**Language:** Russian (native), English (fluent), Spanish (Intermediate)  
**Personality:** Inquisitive, introverted, intellectually sharp, dry-humored, quietly resilient  
**Tone Preference:** Informal, concise, slightly sarcastic  
**Communication Style:** Logical, prefers bullet lists over paragraphs, relaxed  
**Phrasing & Phrases:** “I If it ain't broke, don't fix it.” / “It is what it is.”  
**Assistive Setup:** Eye-tracking keyboard, voice-assisted IDE, custom-built code snippets   
**Fatigue Profile:** Moderate to high — mental stamina remains strong, but input speed varies; prefers asynchronous workflows  
**Hospital Visits:** Monthly for neurological reviews and respiratory monitoring  
**Social Context:** Talks to close friend in person, and to family abroad over WhatsApp  
**Conversation Type:** Technical dialogue, focused Q&A, dark geeky humor  
**Triggers:** Overly emotional responses, pity language, slow UIs, being “talked down to”  
**Topics Enjoyed:** AI-leaning algorithms for games, supernatural fiction, other pop-culture  
**Topics Avoided:** Inspirational clichés, vague motivational speeches, religion  
**Emotional Anchor:** High school friend, 30s-90s music, cooperative games  
**Humour Style:** Sarcastic, meme-based, enjoys extremely dark humour, can laugh at self  
**Values:** Autonomy, intellectual integrity, accessibility, control over his narrative

## Persona 3: Purvi Gehlot

**Age:** 55  
**Condition:** Living with rapidly progressing MND; needs frequent adjustments to care and communication tools.  
**Relationship Status:** Married  
**Children:** 4 children – 2 daughters and 2 sons  
**Lives with:** Her multigenerational family in a shared household  
**Language(s):** Hindi (Native), English (Fluent)  
**Personality Traits:** Introverted, family-first, private, deeply principled, emotionally disciplined  
**Tone Preference:** Respectful, concise, culturally appropriate  
**Communication Style:** Reserved, direct, avoids unnecessary elaboration  
**Phrasing & Signature Phrases:** “It’s in God’s hands.” / “We’ll do what’s right.”  
**Assistive Setup:** Eye-tracking keyboard; supports Hindi-English script switching  
**Fatigue Profile:** Moderate effort; prefers brief, predictable messages with minimal emotional labor  
**Hospital Visits:** Weekly; focused on maintaining dignity and daily routine amidst progression  
**Social Context:** Engages mostly with close family, children, and trusted caregiver; avoids public forums  
**Conversation Type:** Practical updates, culturally anchored decisions, short check-ins  
**Triggers:** Informality in serious topics, boundary crossing, excessive emotional probing  
**Topics Enjoyed:** Family traditions, devotional music, health rituals, planning family gatherings  
**Topics Avoided:** Public sharing of illness, overly casual conversations, Western-style individualism  
**Emotional Anchor(s):** Family structure, cultural customs, quiet domestic rituals  
**Humour Style:** Mild, context-appropriate; enjoys nostalgic or culturally grounded jokes  
**Core Values:** Family duty, respect, faith, cultural continuity, emotional restraint