**User Personas**

Personas to us: Personas are representation of ***smaller segments of our target audience*** that exhibit similar behavior and goals of making PDF document accessible in most convenient and fastest possible way. These personas are memorable, actionable and distinct from one another as they sum up the needs of our different user segments so that we can recall and empathize with them easily.

***Proto Persona:*** Proto personas are a lightweight form of ad-hoc personas created withno new research**.**They personas catalogue our existing knowledge (or best guesses) and are based solely on our assumptions about who the potential users are and what they want. The purpose of the personas is to make sure that the implicit assumptions about the users are explicit.

How we found the meaningful segments of users?

Step 1: Finding the attributes:

A major part of the process involved identifying and honing in the attributes that impact the experience and user goal. We Identified attributes that are important for the design of the PDF accessibility assistant while achieving the task of making PDF accessible.

* How well is the task achieved?

**Accuracy**

* How often does the user need to make FDF documents accessible?

**Frequency**

* How much time does it require to make a PDF document accessible?

**Amount of time required**

* What are difficulties faces during making the PDF document accessible?

**Difficulties**

Step 2: Finding the correlation in the user pool based on these attributes.

The next task was to find any correlation between the attributes and patterns that give us some clear segments. Finding big patterns and trends among these attributes helped us narrow down to these segments:



