



Tom

Age: 38
Education: Management
Hometown: Toronto
Family: Married, 1 kid, 1 dog
Occupation: Project manager

"I don't let my visual impairment stop me from enjoying life and work. I just need the right tools and information to make it easier "

Goals

Clear and accurate descriptions and audio cues, nutritional information and allergen warnings

Minimization the energy they have to put into specific needs so they can focus on their personal life and work

Frustrations

It's often too poorly prepared to accommodate my visual impairment
Sometimes it can be improved by having more relevant results, more personalized recommendations

Tom is a successful PM in an international firm. He has a visual impairment for which he uses screen reader technologies. But not all apps and websites are optimized for screen reader usage. Him and his family loves modern restaurants where they can order nourishing, wholesome meals.



Emi

Age: 23

Education: Enrolled in musical college

Hometown: Vancouver

Family: Single with a dog

Occupation: Student

“I'm still learning English, so I appreciate apps that have attractive photos and translations ”

Goals

Clear and attractive
photos and translations
Filters and categories for
different cuisines and diets
Ratings and reviews from
other users

Frustrations

Feels overwhelmed when
cannot understand
readings in English or when
speaking to people
Apps usually have limited
options to explore more
food and dishes

Emi is a recent immigrant to Canada who is studying music in a Vancouver college. She plays several instruments and likes to explore new cuisines, but still having some issues with English. Besides the college she likes going to restaurants and enjoy trying new food. She can read English well, but sometimes encounters difficulties at restaurants or while out running errands.