

Quotes for persona

What are we trying to achieve with quotes:

- Give motivation to meet the need
- Give a feeling for the challenge?

Examples

Examples

Problem:

I can't rotate my tablet – it's attached to my wheelchair.

Works well:

The application works whether I attach my tablet horizontally or vertically.

Additional Examples

I used to love shopping but I so often run into people wearing perfume or fragrances near the checkouts that I've given up shopping in stores and only shop online now.

"If you have a design I can use, I can use your site. Sounds obvious doesn't it? "

"Older people like me have money and are on the internet, shops on the internet should want our business. Instead buying online is often too confusing "

"I always thought it was me being stupid, but I'm not stupid, it is a bad design"

Personas

Anna: A Student who has Dyslexia

Problem:

I make so many mistakes copying my id numbers when I try to log in to my bank, that I pay my accountant to do for me.

My kids have to make the doctors appointment for me. Again to much coping.

Works well:

At last I can make my own doctors appointment. At age 51 with two degrees, it should be so exciting.

Problem:

As a slow reader it takes me ages to read though badly structured text. Last week i didn't pick up my daughters from kindergarten. They said they changed the time in the email newsletter, but it was so long and that didn't see it. I feel like a bad mother”

Solution:

“The news letter has headings so I can find the important information quickly”

Sample quotes:

1. 2.1Challenge 1: Finding technology to support password protection and support
2. 2.2Challenge 2: knowing documentation is accessible
3. 2.3Challenge 3: Filling in a form to ask for an ejournal article
4. 2.4Challenge 4: Finding important information

Maria: A User who has Memory Loss and Poor Eye Hand Coordination

Sample quotes:

Problem

"I can't cope with things popping up all over the place, they distract me and put me off what I am trying to do."

"When there are lots of buttons or menu items I often make mistakes and press the wrong ones and end up getting frustrated and wasting time."

Solution

"I like websites that allow me to work through a series of instructions and edit boxes one after the other with clear buttons moving me to the next stage."

"It is really cool to see a website where the buttons and menus are simple and easy to use. I make far fewer mistakes and get what I want so much more quickly."

5. 3.1Challenge 1: dynamic website elements make key website information difficult to locate
6. 3.2Challenge 2: Access to information entered during previous step in process
7. 3.3Challenge 3: Pressing the correct button

Alison: An Aging User with Mild Cognitive Impairment

Problem: "I'm not sure what I should press. I pressed something that looked like the buy button but it did nothing. I am not sure if it is me or if this website just doesn't work"

Solution: "The buy button was clear. The process was easy. I have now bought matching dresses for the grandchildren"

Sample quotes:

8. 4.1Challenge 1: Learning how to use new technologies and interfaces
9. 4.2Challenge 2: Correcting typos and writing fluently
10. 4.3Challenge 3: Coping with online banking and shopping
11. 4.4Challenge 4: Giving feedback

Jonathan: A Therapist with Dyscalculia

Problem: "I have measuring cups but the recipe says ounces. Now what"

“It says there is a meeting at 15.34 UTH. Now is lunch time. Did I miss it?”

Solution:

“I said I want cups and it changed the recipe. It also shows an image for the part of the cup, so I can copy it+”

“There is a line for what time of day it is now, so I can see the meeting is soon”

Sample quotes:

12. 5.1 Challenge 1: Coping with quantities when shopping online

13. 5.2 Challenge 2: Remembering pin numbers and passwords

14. 5.3 Challenge 3: Sharing online spreadsheets with colleagues

Frank: A Retired Lawyer with Dementia

Problem: “why do people use these acronyms and strange terms. I can’t understand it”

“ I want to send an email but there is no send button”

“I want to turn the volume up but there is no dial”

Solution:

“ the article was really interesting, and it is on a topic I know a lot about.”

“ I email my grandchildren. Then they write back to me and tell me how they are. Sometimes they send me funny pictures. They love me a lot.”

“ there was a clear volume buttons with a label that made sense, so I knew what to press”

15. 6.1 Challenge 1: Managing dates and booking holidays

16. 6.2 Challenge 2: Coping with icons that are not recognisable

17. 6.3 Challenge 3: Support when using search engines

18. 6.4 Challenge 4: Making a doctors appointment

19. 6.5 Challenge 5: Using the heating

George: A User who Works in a Supermarket and has Down Syndrome

Problem: “I find it hard to understand and remember long or complex written instructions.”

Solution: “The instructions for scanning items are presented as a clear list of steps made of pictures with easy to read text next to them. If I get stuck I can quickly find a reminder of what to do in such ‘Easy Read’ content.”

Sample quotes:

- 20. 7.1 Challenge 1: Using Symbols for communication
- 21. 7.2 Challenge 2: Understanding netiquette and its impact on social media sites
- 22. 7.3 Challenge 3: Controls on videos and popup windows
- 23. 7.4 Challenge 4: Finding ways to read instructions

Amy: A Computer Scientist who has Autism

Problems: “ they used lots of words on the links that did not seem to make sense. I think they were metaphors but I'm not sure”

Solution: “I put my mouse over the items I did not understand and there was some clear text that explained what it did. I would rather they just used the clear text in the first place but at least I could use it”

Sample quotes:

- 24. 8.1 Challenge 1: Coping with poor layouts and illogical navigation
- 25. 8.2 Challenge 2: Changing colour schemes, flashing, blinking and automatic playing videos or music
- 26. 8.3 Challenge 3: Designs that make use of abstract imagery and metaphors

Tom: A Local News Reporter who had a Traumatic Brain Injury

problems:

- 1) “I am overwhelmed by the options on the page”
- 2) “I always get lost on that website”
- 3) “I thought I completed the online booking, but I guess I didn't complete it.” “I think I started the process multiple times but I could not find where I left off”
- 4) “So many options to click on the page I feel overwhelmed”
- 3) When I got lost in a process and I wanted to go back to the previous step. I hit the back key in the browser and it reloaded the home page. I had to start over.

Solutions:

- 1) I could turn off the noise (non relevant information to the process) on the page. There was a simplified version of the page.
 - a) Turn off add banners
 - b) The layout of the page was very simple and clear
 - c) There were clear bread crumbs on the page allowing me to oriented
 - d) There were very few links and options on the page.
- 2) logged it and it said I had partially completed my booking process. I just need to add my hotel checkout date. [“When I went to the website, It let me know that I had started a booking process 3 hours ago! And it asked would I like to complete it?”]
- 3)

- 27. 9.1 Challenge 1: Using speech recognition to navigate the web

- 28. 9.2Challenge 2: Finding the right words to use for searching
- 29. 9.3Challenge 3: Being confident that he understands the content
- 30. 9.4Challenge 4: Understanding where information is in a hierarchical structure
- 31. 9.5Challenge 5: Cognitive Overload

Carolyn: A Yoga Teacher who has ADHD

Sample quotes:

Problem: "I need to get the qualification but focusing to the whole lecture just doesn't happen"

"If I come to a website that has lots of banners automatically flying by it really distracts me and I want to turn them off."

"If a window pops up in front so something I am reading I completely lose the will to live, I lose my place and forget what I needed to do."

Solution: "when I lose concentration, I jump back to the last point . So long as it is clear and quick I am ok"

"I really love seeing images for beautiful places on travel sites as long as I can control the way they scroll so that they do not stop me reading the rest of the site."

"Pop up windows need to be easy to turn off or get rid of, I really do not like them because they are so distracting."

- 32. 10.1Challenge 1: Gathering key points from a heavy text based document or web page
- 33. 10.2Challenge 2: The power to stop scrolling carousels and banners
- 34. 10.3Challenge 3: Losing focus when completing tasks
- 35. 10.4Challenge 4: Learning information from a video

Sam: A Librarian who had a Stroke and Aphasia

Sample quotes:

Problems

"Long sentences are hard, too many words and I get lost."

"When instructions in a box disappear, I do not know what to do and give up."

"I hate it when I press something and everything seems to disappear. I try to get back, but end up shutting it down."

Solution

“I like simple short sentences with easy words”

“If I can see the instructions near to where I have to type, I know what I have to do and then I can manage on my own.”

“I need big buttons to tell me where to go when I am filling in things”

36. 11.1Challenge 1: Having well-spaced text with words that are easy to pick out

37. 11.2Challenge 2: Using edit boxes where the instructions disappear

38. 11.3Challenge 3: Trying to activate elements that have been mis-recognised

39. 11.4Challenge 4: Coping with complex language