



# Using Personas as an Inclusive Design Tool

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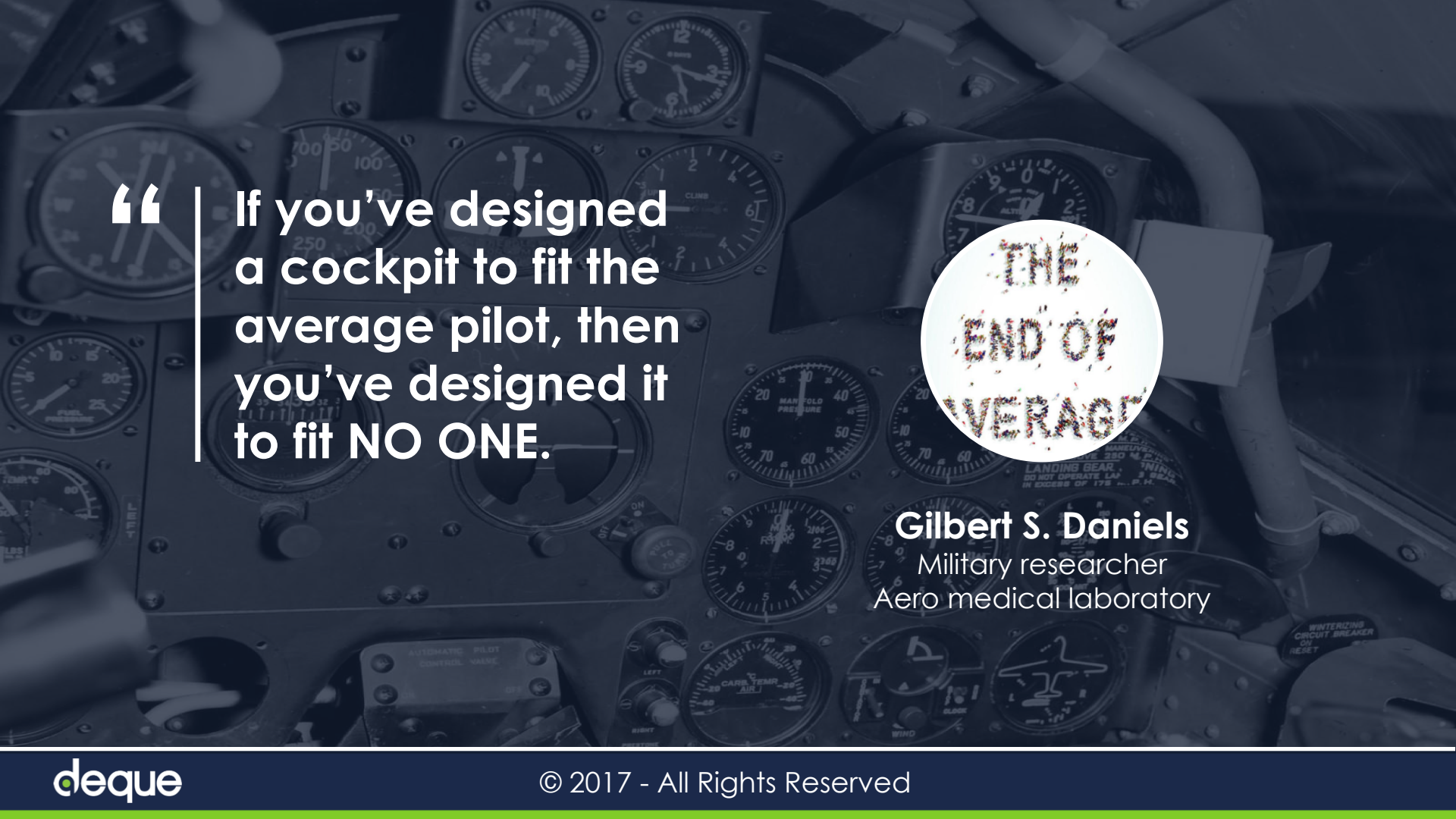
“ | There is no such thing  
as an average pilot...



**Gilbert S. Daniels**

Military researcher  
Aero medical laboratory





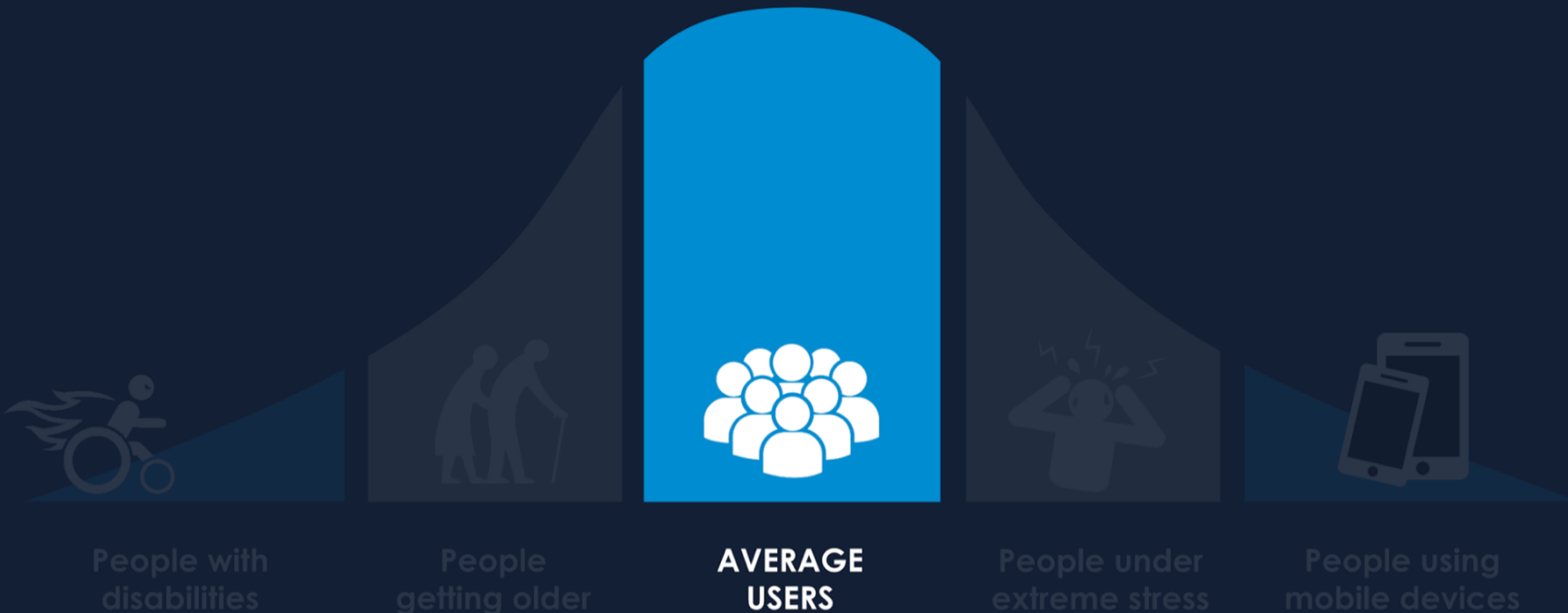
“ If you’ve designed  
a cockpit to fit the  
average pilot, then  
you’ve designed it  
to fit NO ONE.

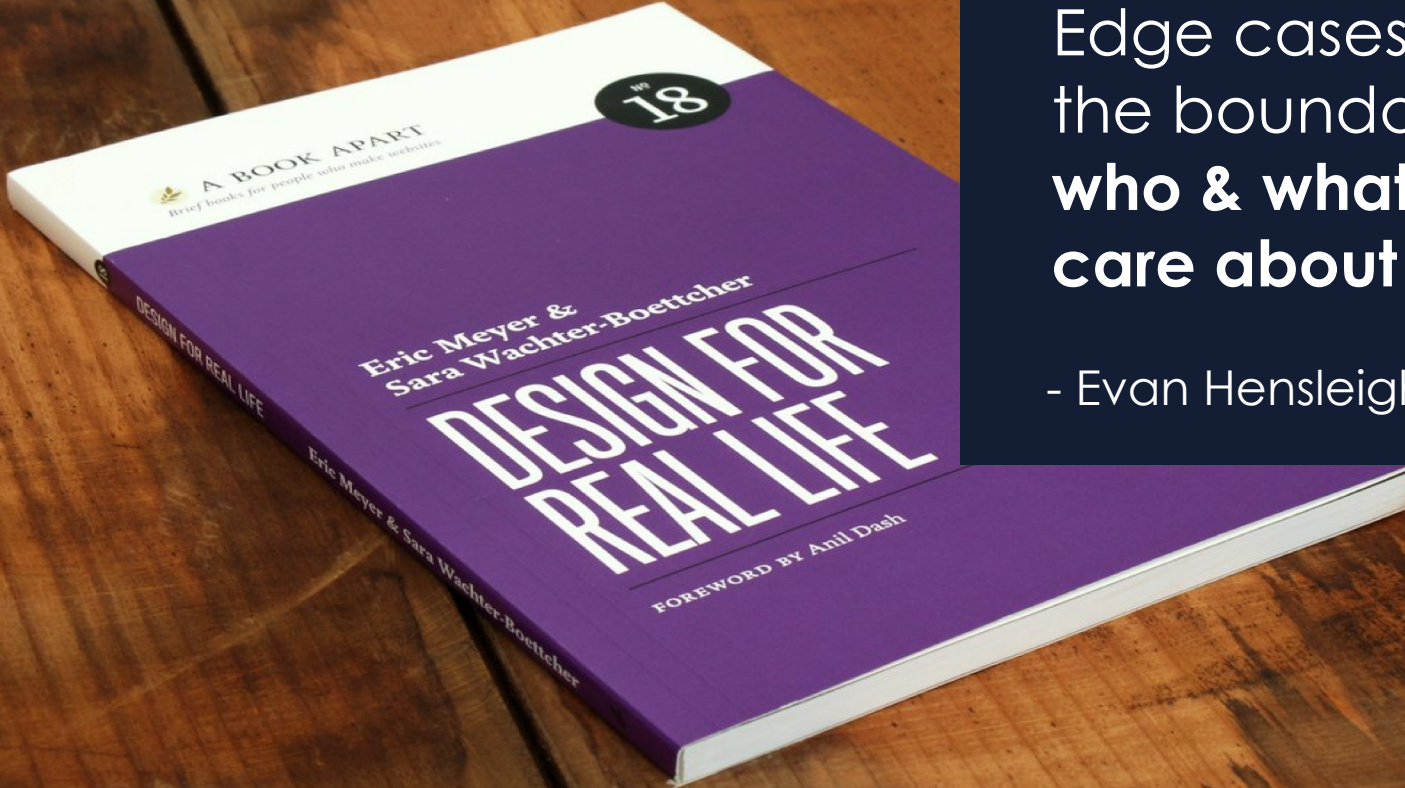
THE  
END OF  
AVERAGE

**Gilbert S. Daniels**  
Military researcher  
Aero medical laboratory

# Leave no one behind

Because one size never truly fits all





Edge cases define  
the boundaries of  
**who & what you  
care about**

- Evan Hensleigh



A persona is a **fake person** who **represents** the **real people** who use your product.



Who are we designing for?

# Persona Creation

Interviews

Surveys

Ethnography

Empathy maps

Journey maps



# Persona Name

Goals

Frustrations

Demographics

Quote

Extra Info



**Buyer**



**User**



# Meet Lucy (as a buyer persona)

## Goals

- Keep up with fitness & health goals, even on really busy days
- Find a tracker that either looks really good or is easy to hide
- Main exercise is walking, but wants to do more to stay healthy

## Frustrations

- Free solutions aren't very accurate at counting steps
- Knows she walks a lot but still feels like it's not enough
- Thinks fitness trackers she's seen aren't very fashionable

### Age

33

### Occupation

Event organizer

### Family

Long-term relationship  
(no kids)

### Location

Chicago, IL

“ I like the idea of a tracker to count steps, but I won't wear an ugly bracelet!

## Brand Loyalty





# Meet Lucy (as an end user persona)

## Goals

- Figure out what her ideal steps-per-day goal should be
- Find more ways to be motivated to be healthy, using the tracker

## Frustrations

- Sometimes too busy to remember to charge it and loses steps
- The wristbands come loose over time and don't look as nice

### Age

33

### Occupation

Event organizer

### Family

Long-term relationship  
(no kids)

### Location

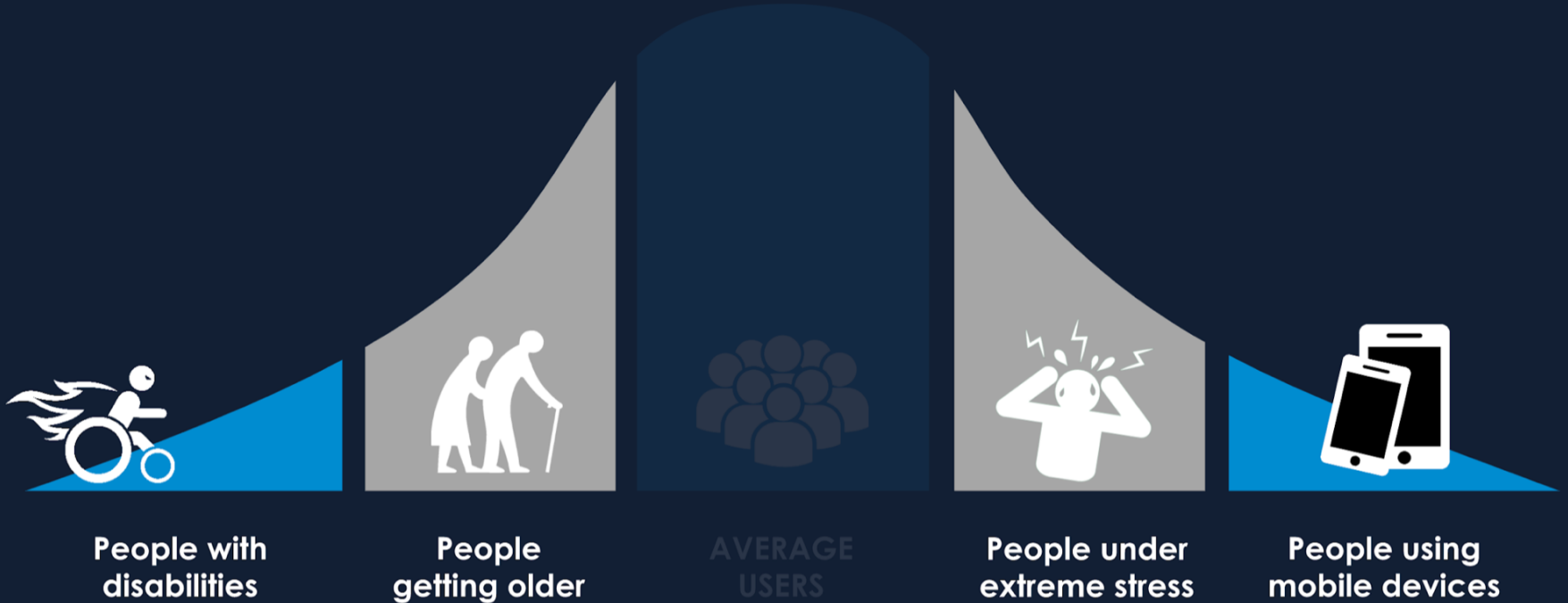
Chicago, IL

“ I try to meet my goals every day, but sometimes I don't want to wear it on my wrist.

## Product Habits

Has been using the tracker for about a year.

# What about everyone else's needs?





# Meet Lucy (as a disability persona)

## Goals

- Needs app to work well with VoiceOver on her iPhone
- Needs haptic feedback in place of purely visual feedback
- Needs an option for information on tracker to be read out loud

## Frustrations

- Hates when she has to rely on others to help her use technology
- Can't access information when it's only presented visually
- Feels like trackers aren't made for people like her

“ I want to have the same experience as everyone else when I use the tracker.

## Disability Type

Lucy was born blind and relies on screen readers and braille displays to access information.

### Age

33

### Occupation

Event organizer

### Family

Long-term relationship  
(no kids)

### Location

Chicago, IL

# Modular Personas





# What if Lucy...

- Had low vision?
- Was blind?
- Was deaf / hard of hearing?
- Had a mobility impairment?
- Had a cognitive disability?
- Was elderly?



# Meet Lucy (as an inclusive persona)

## Goals

- Figure out what her ideal steps-per-day goal should be
- Find more ways to be motivated to be healthy, using the tracker
- Find a tracker that has really good audio and haptic feedback

## Frustrations

- Sometimes too busy to remember to charge it and loses steps
- The wristbands come loose over time and don't feel as nice
- When she wants to see her tracker data, she HAS to use the app

### Age

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### Occupation

Event organizer

### Family

Long-term relationship  
(no kids)

### Location

Chicago, IL

“ I want to still be able to  
access my tracker data when  
I don't have my phone on me.

## Particularity

Lucy was born blind and relies on screen readers and haptic and audio feedback.



# What if Lucy was...

- Learning the language?
- A new immigrant?
- From a non-Western country?
- Poor / underprivileged?
- In an affected minority?



# Meet Lucy (as an inclusive persona)

## Goals

- Figure out what her ideal steps-per-day goal should be
- Find more ways to be motivated to be healthy, using the tracker
- Find a tracker that also natively supports Portuguese



## Frustrations

- Sometimes too busy to remember to charge it and loses steps
- The wristbands come loose over time and don't feel as nice
- Sometimes gives up when she doesn't words in the app



## Age

33

## Occupation

Event organizer

## Family

Long-term relationship  
(no kids)

## Location

Chicago, IL

“ I want to track my health  
but the trackers I like don't  
support Portuguese.

## Particularity

Lucy just immigrated  
from Brazil, and still  
doesn't read or write  
English very well.




# And what if she was...

- Grieving?
- In an emergency?
- Overworked?
- Angry?
- Emotionally vulnerable?
- Stressed out of her mind?




# Meet Lucy (as an inclusive persona)

## Goals

- Figure out what her ideal steps-per-day goal should be
- Find more ways to be motivated to be healthy, using the tracker
-  Keep up with fitness schedule despite being busy with work

## Frustrations

- Sometimes too busy to remember to charge it and loses steps
- The wristbands come loose over time and don't feel as nice
-  Tracker reminders make her feel more guilty and stressed out

### Age

33

### Occupation

Event organizer

### Family

Long-term relationship  
(no kids)

### Location

Chicago, IL

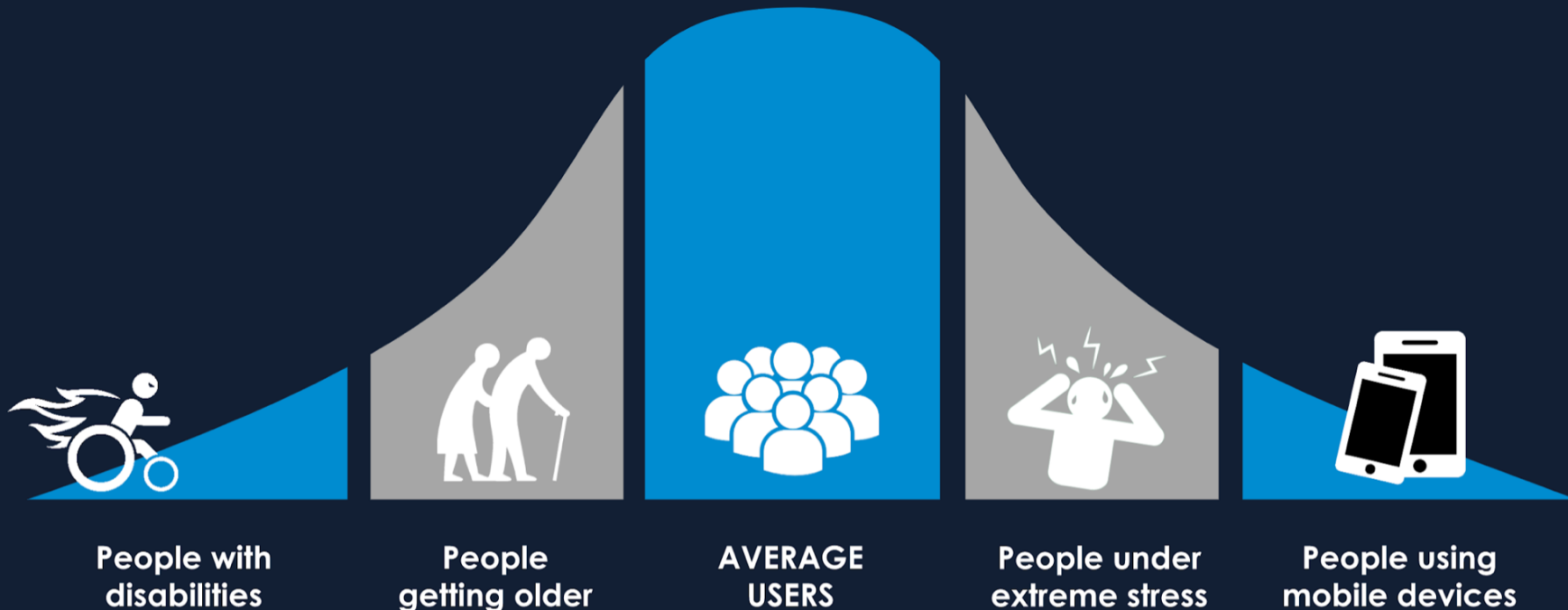
“ The tracker reminders are so cheery that they just make me feel more guilty when I’m busy.

## Particularity

Lucy has a major event coming up, and is more stressed out than usual by work.

# Designing for the extremes

Letting the middle take care of itself





## **Personas are never complete.**

If you continue talking to people who use your products, you will continue to learn. Adjust your personas accordingly!

# What we've seen today...

- How personas fit in the overall UX process
- How inclusive personas influence design decisions
- How designing for inclusion informs the design process
- How designing for extremes results in better UX for all
- How to build inclusive personas using a modular approach



# Thank You! Any Questions?



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