**Tutorial Personas**

**1. Introduction and Background**

Personas have been developed using standard HCI guidelines:

<https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

They are normally created using information from interviews, but ours were developed based on understanding from the information seeking and retrieval literature in impairments. Template for users is as follows:

* All between 21-67 years of age.
* All have at least a Bachelors degree.
* All have an occupation (mostly full time).
* All are IT literate and have experience using search technologies
* All are familiar with and use appropriate assistive technologies for their impairment.
* Personas are gender balanced two female, two male
* Locations are Europe and North America.
* Personas marital status is balanced, two single, two married.
* Two have children, two don’t.
* All are strong in the English language.

**2. Personas**

2.1 Dyslexia

Tom is 21 and resides in Bruges, Belgium. He is single and has an MA in Graphic Design from the LUCA school of Arts in Brussels. He works as a freelance graphic artist for advertisers and occasionally does cartoons for an English language satirical magazine published in both Belgium and the Netherlands. Because of his occupation, he is a heavy Apple Mac user, and has a top range Apple iMac (as well as iPhones, iPads and a MacBook Air). He was recently diagnosed with dyslexia, and has a moderate form with clear challenges in spelling, rapid naming and short-term memory problems. Because of this, he sometimes has problems searching. He uses text to speech software to help understand search results. He relies quite heavily on auto completion when using Google, and likes to use Siri to help in search on his iPhone/iPad.

2.2. Blindness

Ole is 40 and lives in Oslo, Norway. He is single and a radio engineer with a BEng in Electronics from the University of Oslo. He works for a private music radio station. He has a child from a previous relationship. Because of a genetic and degenerative eye condition he started to lose his sight in his early 30’s, and currently has 30% vision in the left eye but only 10% in his right eye. Within the next 5 years or so, he will become completely blind, and is now moderately familiar with Braille. He uses a Windows PC at work, but has an Ubuntu Linux machine at home that he occasionally uses to write software for music analysis. He uses Google, but because of privacy concerns, he often uses StartPage or DuckDuckGo instead. He relies very heavily these days on screen readers, particularly when reading search results.

2.3. Deafness

Emily is 50 and lives in Paris France. She is married with two children. She graduated with a BA in Sociology from the University of Nice, and currently works in child protection in and around the Paris area. She has been profoundly deaf all her life, but despite this, she is good at languages, although her first language is French Sign Language. She uses a Windows machine at work, but has an Apple MacBook at home, with a Samsung Galaxy smartphone, which has a sign language avatar to help her when reading search results. She tends to use Google when searching for information.

2.4. Motor

Isobel is 67 from North Carolina in the US. She is married with 3 children and 11 grandchildren. She is a GP (general practitioner) and still works three days a week in her local practice, one she has worked in for many years. She is well known in the area as a GP. Her Parkinson’s first developed in her late 50’s, and she now finds it difficult to use a mouse when using her Windows PC and is very slow when typing. She finds it very difficult to use smartphones and tablets as swiping is very challenging for her because of tremors, although Siri on her iPhone is used a lot. She relies on voice queries on her smartphone when searching, but does use services such as Google on her desktop PC (albeit slowly). She is not physically strong and uses a wheelchair to get around