

Samantha



↳ works as a designer, working with both developers and designers.

😊 goals + needs

↳ she wants content on accessibility, which relates to real world behaviours/experiences, to help non technical staff create

↳ wants to gain a deeper understanding of why accessibility is important.

↳ would like my path much as people written in plain English

☹️ pains

↳ accessibility content which is jargonistic and hard to understand for those not from technical background.

↳ when content is not presented in a way that isn't visually appealing.

Serena



↳ experienced developer who feels that she has not kept up to date with accessibility information

😊 goals + needs

↳ what to gain a deeper understanding about why accessibility is important.

↳ wants information presented in an interesting and engaging way.

↳ wants content to be accessible + easy to read but not patronising.

pains ☹️

↳ in the past has lacked motivation to find out more - due to dry ~~present~~ and non-engaging content.

↳ when it's difficult to navigate site + find content she needs

Jeff

↳ a junior developer, who has just got his first job in the industry.

- gets lost with all the information he needs to remember

* he has enough of this already with other leading code documentation.

goals + needs

- ↳ Content, which is easy and accessible to read and which he will be motivated to engage with (amongst all the other things he has to learn) - enjoyable experience to read.
- ↳ Something that gives him a deeper understanding of why it's important, which will help him remember, better than long lists.

pains

- ↳ he doesn't like content which is just checklists. He just wants to gain a deeper understanding, rather than just becoming another thing to check under validation.
- ↳ he doesn't like content which is casually done and hard to read.

Matt

↳ a disabled developer who wants to share his passion for accessibility with the rest of the team.

it needs to be stickier

goals + needs

- doesn't want the content to explain the essentials but also delve deeper into why accessibility is important.
- need the content on accessibility to be accessible so he can easily read + understand pass on to colleagues

pains

- doesn't want to have to pass on dry, info to colleagues.
- needs to feature illustrations/pictures + be engaging to look at.
- the website needs to be concise for colleagues to use - so they don't leave