

Team-leader -
manager

understand
ed for
requirements,
help
I can
from
identify
them all

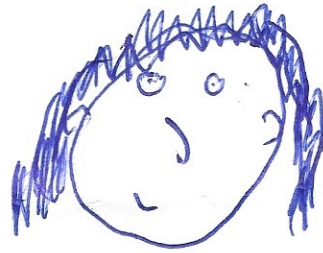
goal
accessibility
but
in a
standing
client
she
and maybe
attention
ed how

- She wants
something
she
can
share
with
her team
to encourage
them
to think
more
about
accessibility

- existing
engineering

more experienced developer

" I feel embarrassed
that my knowledge
of accessibility is
not better,
considering my
experience. I want
something engaging
to help me learn more."



~~being~~ Serena

- mid level developer
-> wants something
that is engaging
has previously found
that accessibility
content was
engaged with previously.

↳ spends all day looking at
technical content requirements. So
wants something that is easy to read
and understand.

Career starter

" I want to
be more accessible
but at the
moment, I feel
a little overwhelmed "



Jeff

- body ^{junior} web developer
 - ↳ gets lost with all the requirements he needs to remember
 - ↳ doesn't understand why ~~he~~ needs them so finds it a bit of a chore.
 - ↳ needs information presented to him in plain to understand way
- ↳ wants to be able to access information on accessibility quickly
- ↳ wants to be written in plain English, without lots of technical jargon.

Personas

" I need to understand the specific needs accessibility requirements how they can be met by people. So I can justify the extra work to client and my team "



Samantha

- ↳ senior designer
- ↳ knows that accessibility is important
- ↳ wants to gain deeper understanding to help in pitches
- ↳ over the years has not paid as much attention as she should for accessibility