

Join the Resistance



Gaining Stakeholder Buy-In at Your
Organization

Presenters



Lindsey Morris

Learning Experience Designer

Baylor University



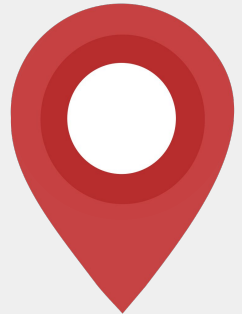
Lindsay Nichols Foster

Instructional Designer - Accessibility

**Tarrant County College - Connect
Campus**

**How did we get
here?**

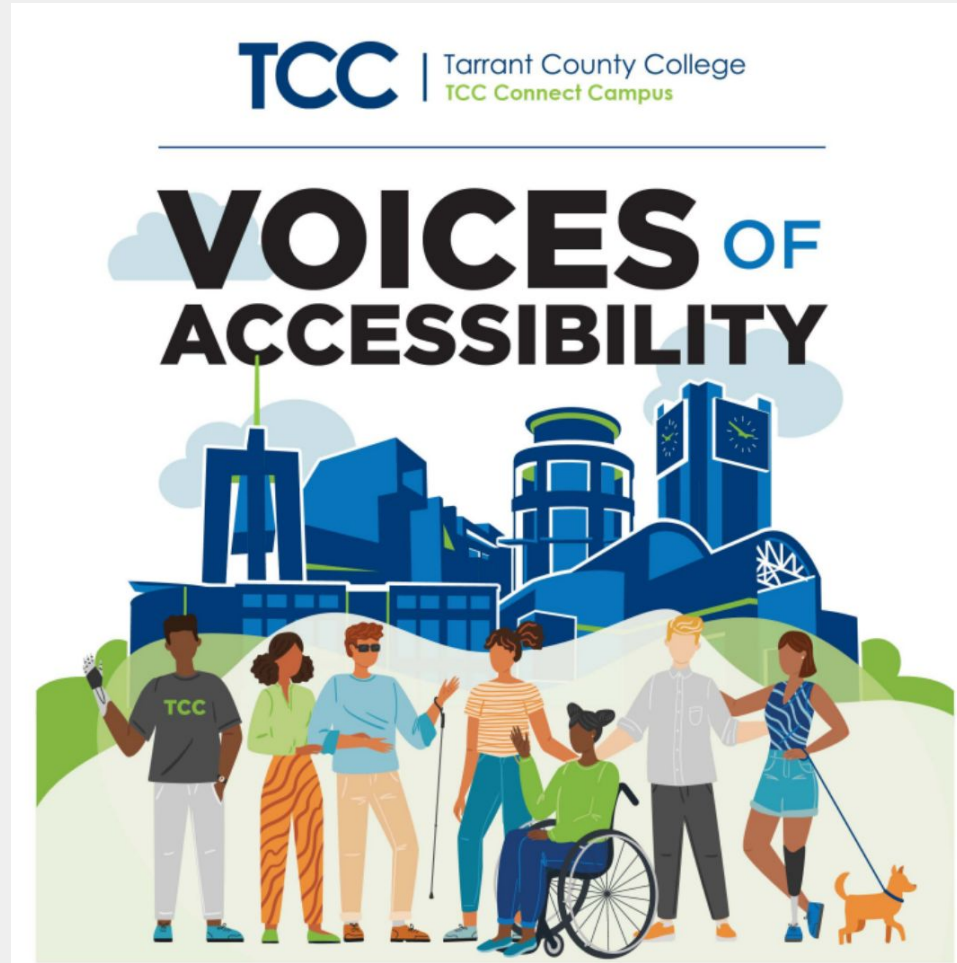
**Why create a
persona?**



**How can we
create personas?**

Steps to create a persona

1. Research your stakeholders.
 - a. Understand needs.
 - b. Understand wants.
 - c. Understand pain points.
2. Organize your stakeholder segments.
3. Develop a persona for each stakeholder segment.
 - a. Fictional character
 - b. Based on real data
4. Use personas to guide program development.
5. Update your personas regularly.
6. Consider using **Orthogonal Personas with Disabilities** (OPDs) if you have existing personalities.



Creating Your Persona (a.k.a. Audience Analysis)

- What does this persona need? (Motivation)
- What does this persona already know or have? (Understanding)
- What type of persona is this? (Characteristics/Demographics)
- What is this persona's name? (Name)

Put this together to create a persona:

- **[Name]** is a **[Characteristics/Demographics]** who needs **[Motivation]** because **[Understanding]**.

Jane

Characteristics

- Female
- 32
- Single with dependent
- Had frequent ear infections as a child resulting in hearing loss. Needs captions and transcripts as well as written notes.



Persona Practice

- Group your personas
- Practice creating your persona summary sentence
- Create your own persona with details and summary sentence

Cassian Andor

Characteristics

- Male
- 28
- Married with dependent
- Injury resulted in loss of vision. Uses magnification (25 to 30 times) and screen reader tools to access coursework. Uses reversed color scheme. May rely on a reader to assist.



Leia Organa

Characteristics

- Female
- 23
- Single, no dependents
- Diagnosed with ADHD in elementary school
- Requires frequent breaks and additional time to complete tasks



Ben Solo

Characteristics

- Male
- 20
- Lives with parents
- Low vision and hearing loss from birth, has a cochlear implant
- Has used a reader to assist as well as screen readers. Provided a copy of media transcripts.



Padme Amidala

Characteristics

- Female
- 52
- Married, no dependents
- Diagnosed with ADHD as an adult. Requires captions with media and copy of notes. Uses screen reader tools to adjust media playback time.



Boba Fett

Characteristics

- Male
- 42
- Single, no dependents
- Repetitive use injury resulting in carpal tunnel
- Difficulty using a mouse, relies on keyboard navigation and speech commands



Ahsoka Tano

Characteristics

- Female
- 28
- Married, no dependents
- Diagnosed with Autism Spectrum Disorder (ASD) in childhood. Additional medical diagnoses: asthma and Celiac's disease. Requires additional time, frequent breaks, reduced cognitive load, workspace with reduced distractions.



Discussion

Caveats When Using Personas

1. Personas without real data can become misleading fictionalizations.
2. Personas can give the illusion of a complete understanding.
3. Personas can give a false sense of security.
4. Personas can be relied upon instead of using real research.
5. Simplified stereotypes can fail to reflect stakeholder diversity.
6. Personas can quickly become outdated and may be expensive to maintain.
7. Personas may not include qualitative research data.

**Why create a
persona wrap-up**

Research

- **Articles**

- [Personas with Disabilities](#)
- [Tips for Creating Accessibility Personas](#)
- [Creating Accessibility Personas](#)
- [The Problems with Personas for People with Disabilities and How to Fix Them](#)
- [A Five Step Framework for Building Better Personas](#)
- [3 Persona Types: Lightweight, Qualitative, and Statistical](#)
- [Personas - A Simple Introduction](#)
- [Personas \(Usability.gov\)](#)

- **Videos**

- [How to Create a User Persona in 2022 \(Full Guide\)](#)
- [Creating Personas For User Experience Research](#)
- [Creating UX Personas with ChatGPT](#)

Questions?