# Voter Personas: Designing for people who can vote independently

|  |  |  |
| --- | --- | --- |
| Tasha Tasha is a woman who runs her own business.  She has been blind since birth.  She employs a “reader” who reads print materials to her.  However, she uses a computer independently and prefers that method for accessing information. |  | MinjunMinjun (pronounced Min-Joon) has vision loss, including being color blind.  As a recent immigrant to the U.S., English is Minjun’s second language.  Although he can remember who the candidates are from seeing them on TV, he has problems reading their names. |
| Amy Amy is a single working mother who needs to pick up her 1 year old daughter at the daycare center before going to the poll to vote.  The child is quite active and tends to wander off in public places.  To make sure that her daughter does not wander off, Amy will have to hold her in her arms while she is voting. |  | Tyler Tyler is a college student who has a condition that has resulted in blindness since he was a child, and more recently, mobility and fine motor issues that resemble arthritis.  He can operate controls and buttons if they aren’t too small or too stiff.  At home, he uses a computer with speech capability. |
| Michael Michael is a retiree with a significant hearing loss.  He uses hearing aids and can lip read if he is within a few feet of the speaker and the lighting is good. |  | Angela Angela has quadriplegia from a spinal cord injury. She can move her arms somewhat, but is not able to grip items or point. She uses a typing stick, held on to her hand with a splint, when she wants to hit keys on a computer keyboard. Angela uses a power wheelchair and has a service dog. Due to the height of her chair, she frequently bumps her knees when she tries to pull up to work surfaces. She often feels rushed when voting. |

# Voter Personas: Designing to reach across the digital divide

|  |  |  |
| --- | --- | --- |
| MaryMary is 86 years old. She kept the books for her husband’s small farm until he passed away. Now she mostly watches TV if she can sit close so she can see and hear it. Hearing aids might help her, but she thinks she can’t afford them. Her granddaughter got audio books for her but Mary can’t always remember how to use the tape machine to play them. She wonders how she will vote now that it’s difficult for her to read print and to hear people talking. She does not want an absentee because she worries it might get lost in the mail. |  | GeorgeGeorge is a retiree who has MS that affects his memory and his mobility.  He uses a cane and can’t stand for long periods at a time.  Because of his memory problems, he needs to bring notes with him to the polling station about how he is going to vote.  He is very concerned about voting privacy — he misses the privacy of the old designs with the curtain. |
| MinjunMinjun (pronounced Min-Joon) has vision loss, including being color blind.  As a recent immigrant to the U.S., English is Minjun’s second language.  Although he can remember who the candidates are from seeing them on TV, he has problems reading their names. |  | CharlieCharlie has autism.  He is high-functioning and is able to read well.  However, he is uncomfortable in crowds and in unfamiliar situations, and he is sensitive to loud noises.  He also tends to persevere when doing some tasks, and it is difficult to get him to move on to the next activity. |
| TonieCallia lives in an inner-city neighborhood. She dropped out of high school, after her poor reading skills made classes too frustrating. She wants to have a voice in her community, but almost missed the last election because she did not know where to go vote, and did not know how to find the information she needed.  |  | KevinKevin is in a VA rehab hospital, recovering from injuries from an explosion in Iraq. He is still learning to use prosthetic arms, work made more difficult by difficulty concentrating and sensitivity to bright light. He needs help remembering to request an absentee ballot, and how to fill it in and return it on time.  |

# Voter Personas:

# People who need assistance or are in assisted living facility

|  |  |  |
| --- | --- | --- |
| MaryMary is 86 years old. She kept the books for her husband’s small farm until he passed away. Now she mostly watches TV if she can sit close so she can see and hear it. Hearing aids might help her, but she thinks she can’t afford them. Her granddaughter got audio books for her but Mary can’t always remember how to use the tape machine to play them. She wonders how she will vote now that it’s difficult for her to read print and to hear people talking. She does not want an absentee because she worries it might get lost in the mail. |  | AngelaAngela has quadriplegia from a spinal cord injury.  She can move her arms somewhat, but is not able to grip items or point.  She uses a typing stick, held on to her hand with a splint, when she wants to hit keys on a computer keyboard.  Angela uses a power wheelchair and has a service dog.  Due to the height of her chair, she frequently bumps her knees when she tries to pull up to work surfaces.  She often feels rushed when voting. |
| CharlieCharlie has autism.  He is high-functioning and is able to read well.  However, he is uncomfortable in crowds and in unfamiliar situations, and he is sensitive to loud noises.  He also tends to persevere when doing some tasks, and it is difficult to get him to move on to the next activity. |  | MariaMaria is a retiree who has cerebral palsy that affects her mobility and her dexterity.  She uses a scooter and has limited fine motor control.  As a result, she has difficulty reaching and grasping objects as well as using interfaces that have small buttons or controls. |
| TylerTyler is a college student who has a condition that has resulted in blindness since he was a child, and more recently, mobility and fine motor issues that resemble arthritis.  He can operate controls and buttons if they aren’t too small or too stiff.  At home, he uses a computer with speech capability. |  | KevinKevin is in a VA rehab hospital, recovering from injuries from an explosion in Iraq. He is still learning to use prosthetic arms, work made more difficult by difficulty concentrating and sensitivity to bright light. He needs help remembering to request an absentee ballot, and how to fill it in and return it on time. |