Inclusive design

[1] (Proto) persona

Traits
Basic traits of the original persona.

Goal
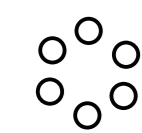What is their goal? What is the job to be done?
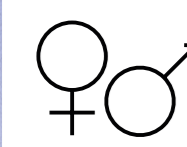
Problems
What do they struggle with?

Solution
What is a solution? What is necessary to use it?

[2] Permutations (what will happen if ...)

What will happen if the original traits of the persona change? How will it impact the way the product is used?
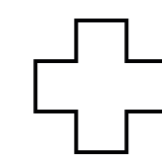What extra information will be needed? Which technology will be required to use the product?

Gender identity
The personal sense of one's own gender changes
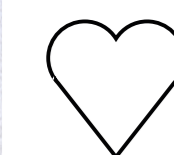
PROBLEMS | POTENTIAL SOLUTIONS

Physical state / mental state / age
Permanently, temporarily, or situationally stops to see, hear, and feel. Gets limited mobility or mental capacity. Anxiety, anger, or euphoria appear. Gets older.

PROBLEMS | POTENTIAL SOLUTIONS

Personal / professional life
Aspirations change (e.g. a pay rise, a promotion). Material status decreases. Moves to a bigger / smaller city. Becomes a parent. Loses a loved one.
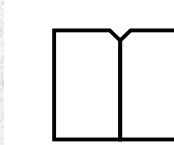
PROBLEMS | POTENTIAL SOLUTIONS

Technology / environment / circumstances
Operating system or device they use changes. Mobile network coverage gets significantly worse. Notifications get turned off. Cannot talk or write.
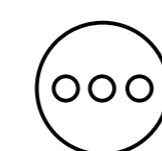
PROBLEMS | POTENTIAL SOLUTIONS

Knowledge / skills / qualifications
Digital competence changes (to extremely high or low). Expertise gets in the way (expert or beginner).

PROBLEMS | POTENTIAL SOLUTIONS

Other

PROBLEMS | POTENTIAL SOLUTIONS

[3] Business opportunities
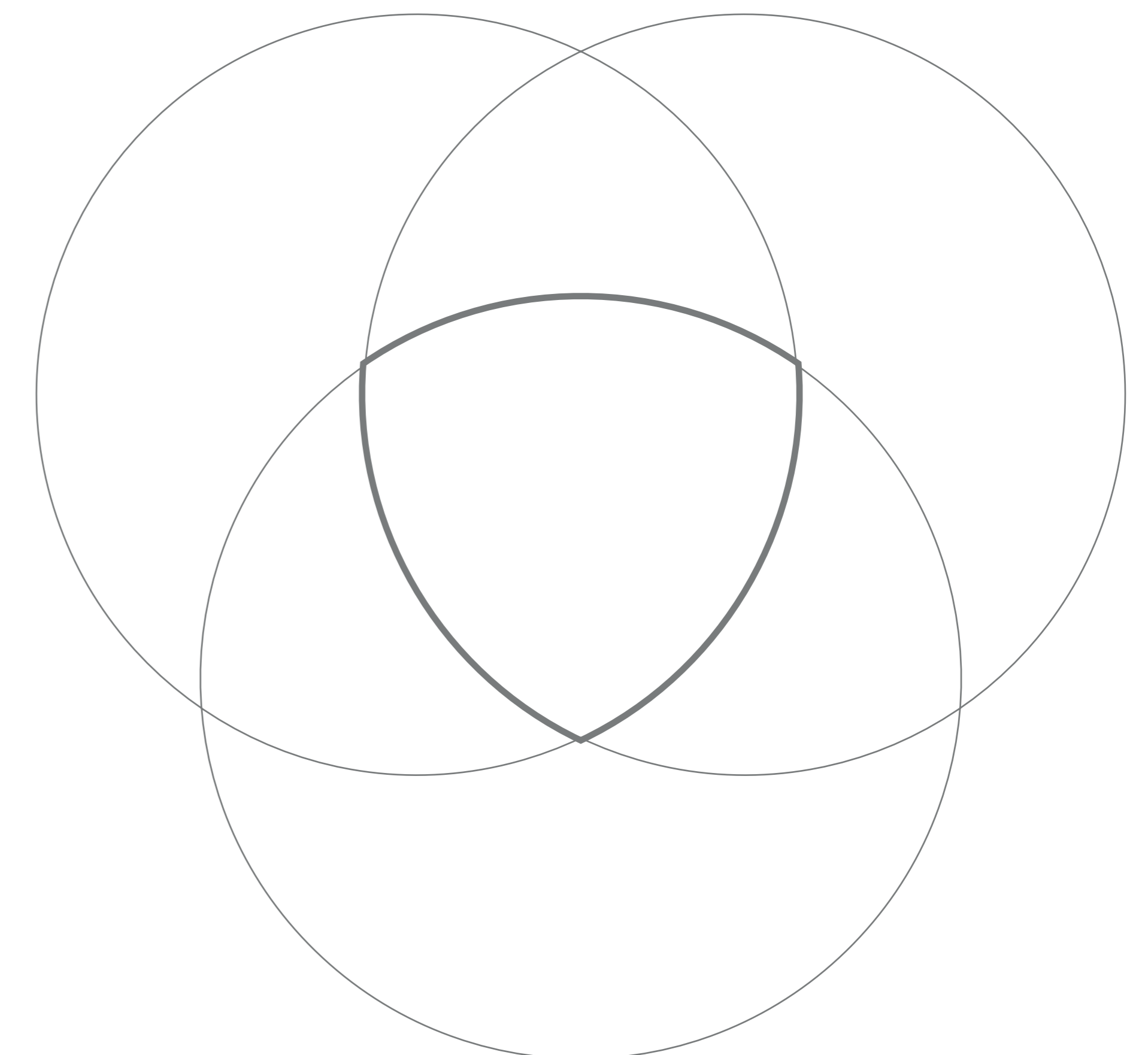
Which of the potential solutions supports key users?
Which of them covers multiple cases?
Which of them can be a unique value of the product and increase the amount of active users?
Which of them has more than one advantage and could be an opportunity not to be missed?

Key users   **Multiple cases**

Unique value

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