

Diverse Personas

Annette

Kane

Klaus

Mitsuko

Nola

Lanny

Lizette



Lizette

"I want to be able to navigate technology comfortably."

I have severe osteoarthritis.

It affects the joint at the end of my finger. Pain, stiffness and swelling make everyday activities difficult.

I need to be able to navigate by the arrow keys.

I get frustrated with small or moving links.

TOP TIPS!

- ✓ Ensuring that websites can be navigated using only a keyboard.
- ✓ Making websites error-tolerant and without small/moving links.
- ✓ Providing alternative routes for complicated website features.

Lizette

Age: 25 | Sex: Female | Occupation: PhD Student | Marital status: Single

Bio

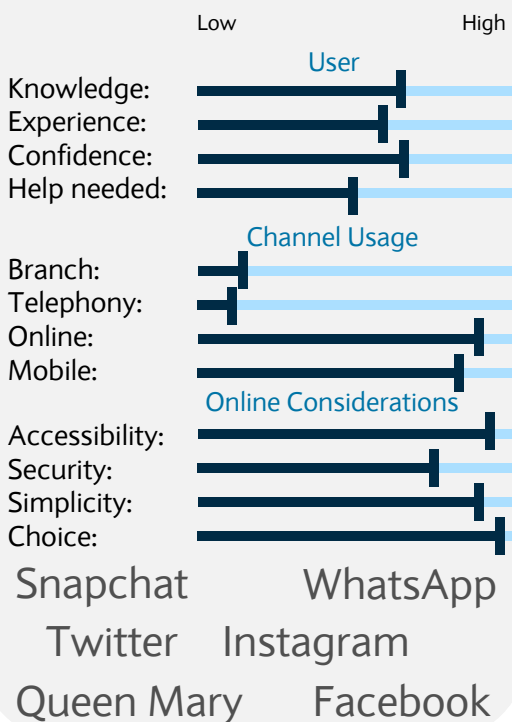
Lizette is a Barclays Personal customer and was recently diagnosed with severe osteoarthritis in her dominant right hand, which developed after suffering a skiing injury. The osteoarthritis affects the joint at the end of her finger, where the pain, stiffness and swelling can make carrying out everyday activities difficult.

Lizette is in the process of completing her PhD in theoretical physics at Queen Mary University of London, with the aspiration to go down the research and academia route. Lizette used to bank with HSBC whilst doing her undergraduate degree, but preferred the services offered by Barclays following her diagnosis. Lizette particularly likes the wearable contactless bPay wristband because it means she doesn't have to get her card out of her purse, which she sometimes finds difficult.

Since Lizette's PhD research demands heavy computer use, she currently uses a trackball mouse, a soft touch keyboard, and also has a word prediction package installed on her computer to avoid pressure on her fingers. Although Lizette has been following the advice of her doctor and physiotherapist to ensure she looks after herself, she has been looking into voice recognition software and foot pedals in case her condition worsens in the future.



“Technology is a key part of my everyday life - I want to be able to navigate the internet comfortably.”



Device Usage

Lizette is reliant on her laptop for general internet surfing, but mainly for her PhD project as it involves lots of programming. Lizette gets frustrated with websites that have small links



or moving links because her motor control has diminished. Lizette is the social secretary of the Medieval Re-enactment society at her university which is concerned with 12th century history and combat. Therefore, she is a big user of social media (Facebook, Twitter, Instagram and Snapchat) on both her laptop and phone to organise and promote weekly events for society members.

Lifestyle

During her undergraduate degree, Lizette used to go on the university's yearly ski trip with friends from her course to Val d'Isère in South-Eastern France. She also took a gap year before university to train to become a ski instructor in time for ski season. Since her accident she has lost confidence in her physical abilities, but she hopes that one day she can go skiing in Niseko, Japan.

Lizette is lucky enough to still be living with two of her friends from university as they all decided to stay and do a PhD. All three of them enjoy experiencing London culture, and so take advantage of the diverse cuisines and food markets in East London. They recently went to a pop-up owl café in Soho, and plan on going to the cat café soon in Shoreditch.

Goals

- To complete her PhD and get a permanent post-doctorate research position related to quantum computing.
- To save up enough money, and build up her confidence to fulfil her dream of skiing in Japan.
- To be able to easily navigate through websites – they should not require fine motor control.

Frustrations

- The fatigue associated with the joint pains in her hand meaning she can't spend a continuously long time on her laptop.
- That there are a lot of shops that still don't allow contactless payments.
- Website pages that are not error-tolerant in case she accidentally clicks on something.

Current Banking Products

- Barclays Graduate Additions Account with a £2000 overdraft.
- Lloyds Bank Cash ISA Saver.

Top Tips


- Accessibility is important for Lizette. Think about:
 - Ensuring that websites can be navigated using only a keyboard.
 - Making websites error-tolerant and without small/moving links.
 - Providing alternative routes for complicated website features.
- Customising services or offers for students, like Lizette, related to spending habits and ambitions e.g. providing air miles, promotions for restaurants.
- Offering advice to customers on how best to save money to achieve their goals.

Kane

“I want simplicity of design without unnecessary complications.”

An illustration of a man with brown hair, wearing a blue short-sleeved shirt and brown trousers. He has a speech bubble coming from his mouth. In the background, there is a window with a grid pattern and a painting on the wall.

I have Dyspraxia.

A white starburst shape with a black outline, containing text.

Dyspraxia is a condition that affects my spatial awareness, co-ordination, social capabilities and short-term memory.

If websites do not have a clear sequence, it can be difficult to extract key points.



I want to get a driving license for an automatic car by the end of the year.

TOP TIPS!

- ✓ No rapid changes to content or surprises such as pop-up windows.
- ✓ Information should be accessible by the font, font size and presentation of text.
- ✓ Breaking down processes into logical and bite size steps.

Kane

Age: 41 | Sex: Male | Occupation: Freelance Journalist | Marital status: Married

Bio

Kane banked with Citigroup for 16 years, and was a private investment management customer with Lehman Brothers when he lived in Chicago, Illinois. Following the financial crisis in 2008 and the acquisition of Lehman Brothers, he switched over to Barclays because it seemed like a stable choice.

Kane has dyspraxia – the condition affects his spatial awareness, co-ordination, social capabilities and short-term memory. He considers himself fortunate to have been diagnosed early on in his life because he has developed several coping mechanisms over the years with the help of his loved ones and occupational and physical therapists. Kane is a freelance journalist specialising in human-interest and art – this was always his strong point despite the difficulty he has with handwriting. He makes use of dictation software such as Dragon to help compose articles at a fast pace as his weak hand-eye coordination limits his typing speed.

Kane met his wife, Julia, whilst at a conference in the UK 5 years ago, and permanently moved to Manchester when they married. He is impressed with the accessible services offered by Barclays, and is particularly looking forward to the launch of the Beacon technology in his local branch. Kane currently uses the bPay contactless wristband and fob for his daily low value payments because it saves having to type in his PIN number due to his fine motor skill impairments. Kane dislikes telephone banking due to the anxiety he feels with his inability to control the pitch and volume of his voice. Instead, he is a frequent user of the Barclays Mobile Banking (BMB) app because it is simple to navigate, has instant messaging capabilities, and finds the branch/ATM finder handy as a result of his poor sense of direction.

Device Usage



Kane has his own study space where he takes pride in his extensive range of technology. He generally uses his Samsung laptop for writing articles, but just recently began taking voice recorders and/or video cameras to interviews or places of interest as an alternative to typing or taking notes by hand. His wife purchased an oversized trackball mouse from Smartbox Live (assistive technology event) earlier in the year, as she knew that he would find it easier to operate in comparison to a standard mouse. On Kane's Samsung Galaxy tablet, his most frequently used apps are Flipboard and Pocket, supporting his habit of reading and storing articles each morning.

Since Kane and Julia are both art house and European film enthusiasts, when they are not at their local arts centre ("HOME"), they use Netflix on their devices to stream old favourites and new releases. They both managed to convince their individual friendship circles to get into the genres, and are now all part of a WhatsApp group called "Maison D'art" to openly share their thoughts.

Lifestyle

Kane learnt to ride a bicycle two years ago – he was never able to pick it up as a child, but was determined to overcome his co-ordination barriers. He has set himself a new year's resolution of learning to drive, because currently Julia is responsible for school drop-offs and pick-ups for their five year old son, Bruno.

Like Kane, Bruno also has dyspraxia but so far only shows signs of clumsiness, the tendency to fall over and bump into things, and finds learning new skills puzzling. Kane is able to empathise with him and encourages weekly father-son activities such as swimming and football to help with his development. Bruno's birthday is approaching and so Kane is surprising him with Formula 1 tickets in Silverstone for next July because he loves racing cars and Lewis Hamilton is his idol.

Goals

- To get a driving license for an automatic car by the end of the year.
- To receive press accreditation for the Cannes Film Festival 2016.
- For banking procedures to be designed with as few steps as possible.

Frustrations

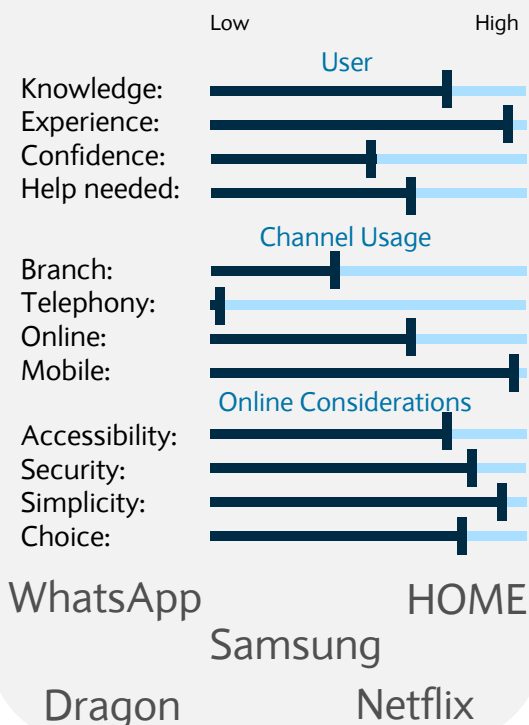
- The complications associated with trying to do simple tasks around the house.
- The lack of awareness about dyspraxia amongst organisations compared to other Specific Learning Difficulties like dyslexia.
- When website content does not have a clear sequence, as it can be difficult to organise thought.

Current Banking Products

- Barclays Premier Current Account.
- Barclays Wealth Customer.



"I want simplicity of design without unnecessary complications."



Top Tips

- Accessibility is really important for Kane. Think about:
 - Ensuring the structure allows key points to be easily extracted.
 - No rapid changes to content or surprises such as pop-up windows.
 - Breaking down processes into logical and bite size steps.
 - Information should be accessible by the font, font size and presentation of text.
 - No distractions from the message being conveyed.
 - Making websites without small/moving links.
- Keeping existing contactless payment users informed about the latest products and innovations.
- Directing customers in branch to the My Computer My Way website for customising device settings.

Nola

"I use an iPad to exercise my brain."

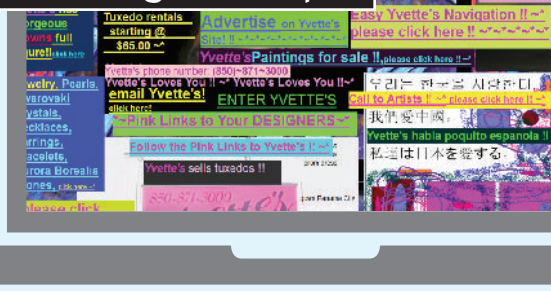


I have Alzheimer's.

I have memory loss, this recently extended to a decline in my language, orientation and problem-solving abilities.

I use my tablet to read, play puzzles and chat with my friends and family.

I find it hard to keep up with websites that do not follow logical steps.



TOP TIPS!

- ✓ Websites should express information using different mediums – text, graphics, video, audio etc.
- ✓ The text font should be of a reasonable size with enough white space.
- ✓ Information and instructions should be presented in a simple and concise way.
- ✓ Consistent navigation with help and support pages available.

Nola

Age: 70 | Sex: Female | Occupation: Retired B&B Owner | Marital status: Widow

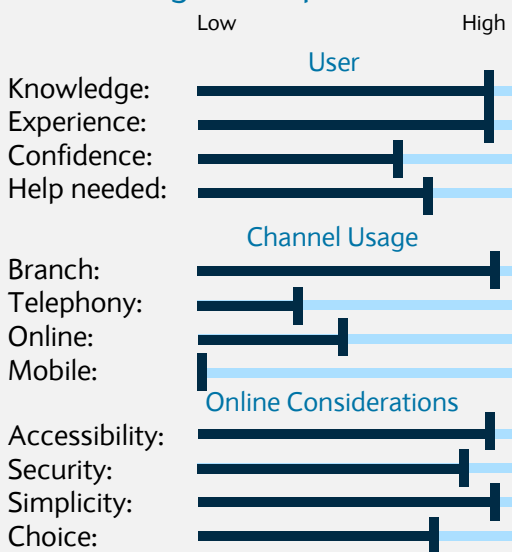
Bio

Nola is a Barclays customer, and has been for the last 40 years. Nola was diagnosed with Alzheimer's disease 8 years ago which meant that she had to retire. She was initially affected by memory loss, however this recently extended to a decline in her language, orientation and problem-solving abilities.

As a child, Nola's parents used to take her camping in the Lake District every summer holiday. After completing a bachelor's degree at Bangor University in business and marketing, she ventured into the hospitality industry and eventually fulfilled her dream of opening up her very own B&B in Windermere in the 1970s. Barclays helped Nola to finance this by offering a business loan, and their newly launched Business Advisory Service at the time. Since retiring, she has passed the B&B on to her two sons, Sami and Conner, and remains a Barclays Personal customer.

Since her diagnosis, Nola is adapting to the accessible services offered by Barclays to help with her banking requirements. She recently customised her debit card with a picture of her late pet alpaca that was gifted to her on her wedding day, to remind her that the card belongs to her. Nola also adopted chip-and-sign with a signature stamp for her debit card, as she finds it difficult to remember her PIN number. Nola is disorganised when it comes to paperwork, and so she uses Barclays Cloud It to electronically store important documents (including monthly bank statements) for her own peace of mind. She uses the PINsentry device to access her online banking account, but has the instructions printed out and displayed on her wall to remind her of the steps.

"I find it hard to keep up with websites that do not follow logical steps."



Black Sabbath

YouTube

Apple

Skype

Columbo

Device Usage



Nola used to be very tech-savvy – for example she created a website in the mid-1990s for her B&B during the famous "internet boom". She was recently bought an iPad Air by her son, Conner, to help exercise her mind with e-books, puzzles and brain training applications. However, her guilty pleasure is watching old concert videos of her all-time favourite band, Black Sabbath, on YouTube as it takes her back to a euphoric time of when she was a teenager. The band just announced their final world tour called 'The End' which she is desperate to attend. She also uses the iPad to FaceTime/Skype her close family and friends to reminisce about the past when they are unable to visit her. Nola has been encouraged by her sons to download a video-sharing app which supports general discussion amongst other sufferers of dementia.

Lifestyle

Nola feels lucky to still be living with her two sons who look after her. They have installed various assistive technologies around the house to help with her memory and improve her quality of life. These include a digital photo frame displaying her fondest memories on a slideshow, automatic calendar clocks to help her keep track of the day, and electronic reminders based on motion sensors. Nola still likes to be traditional at times by keeping a daily diary, as well as overusing post-it notes to label items around the house.

Nola is an active member of an art therapy group with the purpose to promote social interaction, and enable the participants to creatively express themselves. They meet once a week and occasionally have trips e.g. to an art gallery. Nola has made some friends through this group including Agatha after discovering their mutual love for the TV series: Columbo.

Goals

- To see Black Sabbath in the US in their final world tour.
- For her sons to expand the family business and open up a second B&B.
- For ATMS to have an alternative authorisation method to entering a PIN number because she has to go to a branch every time.

Frustrations

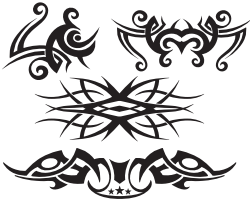
- Things not being broken down into simple steps or following a clear routine.
- A lot of text is difficult to remember, she prefers a mixture of text and visuals to help her remember.
- When there are no help and support options on websites.

Current Banking Products

- Barclays Bank Account with Barclays Blue Rewards.
- Barclays Instant Cash ISA.

Top Tips

- Accessibility is really important for Nola. Think about:
- Websites should express information using different mediums – text, graphics, video, audio etc.
- The text font should be of a reasonable size with enough white space.
- Information and instructions should be presented in a simple and concise way.
- Consistent navigation with help and support pages available.
- Clear guidance when errors are made in form fields.
- Think about what rewards can be offered to customers who have been loyal with Barclays for several years.
- Offer advice to customers like Nola on how they can manage their pension in order to achieve their goals.
- Research into producing a safe and secure way of accessing an ATM without the need for a PIN number.



Mitsuko

“I want websites to help me focus on the content, not detract from it.”

I have Attention Deficit Hyperactivity Disorder.

I want to save up enough money to open up my own tattoo and piercing studio.

I want banks to make the transition into being purely digital.

I find scrolling text, blinking icons, and pop-up windows are distracting when surfing the internet.

TOP TIPS!

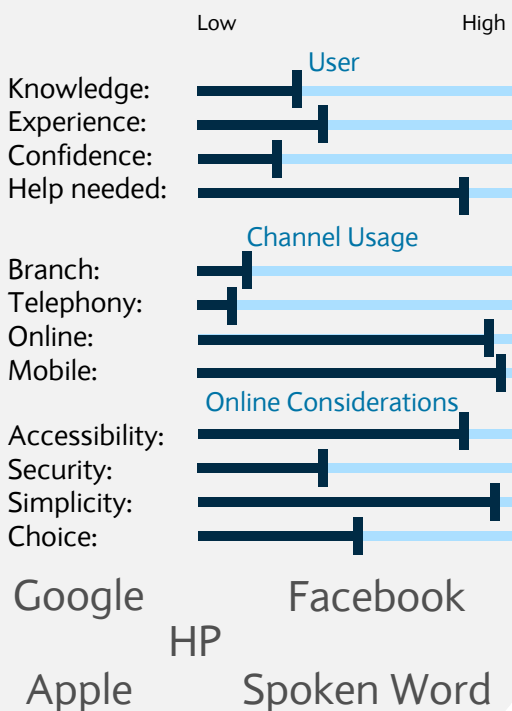
- ✓ Information should be clearly laid out, without distractions from the message being conveyed.
- ✓ Information should be concise – not too much text.
- ✓ Making use of good design practices such as colour, white space, headings and simple presentation can help draw attention to where it is most important.

Mitsuko

Age: 20 | Sex: Female | Occupation: Piercer & Tattoo Artist | Marital status: Single



“I want websites to help me focus on the content, not detract from it.”



Bio

Mitsuko has been a Barclays personal customer since she was 16 because her parents wanted her to begin managing her own money. Around the same time, Mitsuko's parents recognised that she had Attention Deficit Hyperactivity Disorder (ADHD) because she was struggling to revise for her exams, whereas before they thought she was going through a teenage rebellion phase. Mitsuko's constant fidgeting and lack of concentration became an increasing challenge for her at school. After receiving her exam results, she decided that further education was not for her, and so went straight into employment at a boutique tattoo/piercing studio in Camden Town.

Mitsuko prefers internet and mobile banking – especially the PingIt application because it is quick to transfer money between friends, and has a simple interface that is not distracting. She also has the whole suite of bPay contactless technology: wristband, fob and sticker. This helps her to keep track of her impulsive spending habits because of the £30 limit on the devices. Mitsuko was also recently diagnosed with General Anxiety Disorder (GAD), leading to her often withdrawing herself from social contact with people she does not feel comfortable with. For this reason she tends to avoid telephone banking and visiting the bank branch, and leans towards using the web chat service for her queries.

Device Usage

Mitsuko is a poet – she does not go anywhere without her portable HP Chromebook laptop in case she has a flurry of inspiration. She randomly experiences hyperfocus which gives her the ability to block out her surroundings and become absorbed in writing abstract poetry. Mitsuko publicly shares her talent through the Poetry Club app on her iPhone. She also attends an open-mic night called “Spoken Word” every other Wednesday in Dalston, where participants share their creative writing in a warehouse set-up. She created a “Spoken Word” page on Facebook so that she can meet up with everyone more often as she enjoys the virtual company of like-minded individuals. Mitsuko also uses her iPhone to help organise herself so that she does not forget client appointments and social commitments. For example, she uses “Clear” for to-do lists, reminders and task management, and uses the “Day One” app to keep a virtual diary.



Lifestyle

Mitsuko rents a flat with her best friend, Sekai, who is in her final year studying Forensic Science at the University of Greenwich. They both play Futsal (5-a-side football played indoors) as part of a team every Saturday – this reduces Mitsuko's hyperactivity by helping to work off her excess energy. The team are planning a trip to Dubai in the new year for the novelty of playing a competitive match of camel polo. However, Mitsuko is unsure if she will go because she also wants to visit the James Joyce Centre in Dublin, Ireland. Joyce is her all-time favourite poet; her parents gave her a first edition copy of Pomes Penyeach for her 18th birthday, which is her most prized possession.

Mitsuko is sometimes envious of her friends that went to university, but she does feel she has the best of both worlds because she loves her job and also visits her friends scattered around the country. She is keen to start computer lessons to equip herself with the relevant knowledge to apply computing skills to starting and running a successful business.

Goals

- Save up enough money to open up her own tattoo and piercing studio.
- Enter and win The Poetry Society's 'National Poetry Competition' next year.
- For banks to make the transition into being purely digital and meet her expectations.

Frustrations

- Her tendency to “zone out” unexpectedly.
- Distractions such as scrolling text, blinking icons, and pop-up windows when surfing the internet.
- The long queues at bank branches because she is quite impatient.

Current Banking Products

- Barclays Bank Account.
- Barclays Everyday Saver.

Top Tips

- Accessibility is really important for Mitsuko. Think about:
 - Information should be clearly laid out, without distractions from the message being conveyed.
 - Information should be concise – not an over abundance of text.
 - Making use of good design practices such as colour, white space, headings and simple presentation to draw attention to where it is most important.
 - Visual cues should be used to highlight/reinforce points/sections of the content.
- Provide information on workshops offered to young people e.g. Barclays Life Skills.
- Advising on the best way to save money, such as the various ISAs that Barclays offers.




Klaus


"I want to use technology confidently and independently."

I'm an amputee.

I want to expand Klasse Alchemist into a popular global brand.



I don't like websites without skip navigation links.



I want to get married to Erika in the new year in Hamburg.

TOP TIPS!

- ✓ Think about how we can offer accessible services for people with extreme cases of amputation.
- ✓ Support that we can offer for customers, like Klaus, who are frequently travelling abroad e.g. foreign currency, cash withdrawal, air miles.
- ✓ Providing research of the latest accessibility technology available to keep our customers informed.

Klaus

Age: 33 | Sex: Male | Occupation: Craft Brewery Owner | Marital status: Engaged

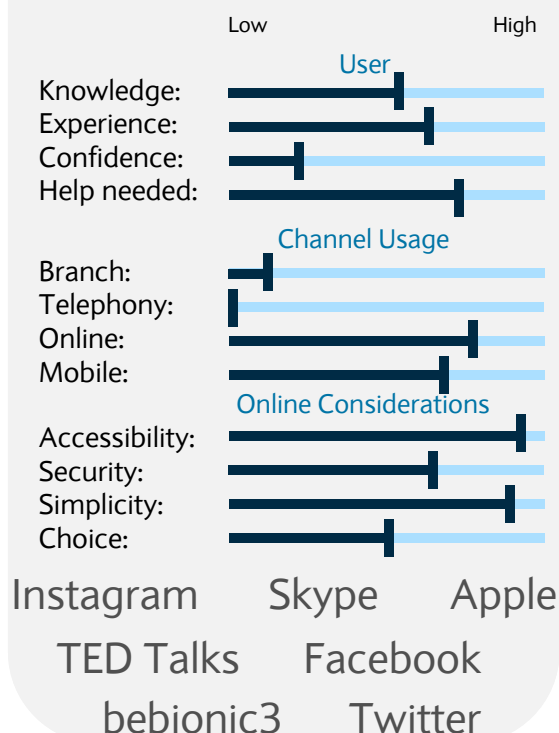
Bio

Klaus recently migrated to the UK from his home town in Hamburg, Germany. In the early 2000s, Klaus opened up a microbrewery, Klasse Alchemist, which received great success around Europe. In order to grow the brand and his business further, he made the decision to relocate to London where his primary customer base was located.

When Klaus set up operations in Hamburg he opened up a corporate account with his local bank, Haspa (Hamburger Sparkasse). Since moving to the UK, he joined Barclays as he required a domestic bank account. Klaus had both of his arms amputated 10 years ago due to a motorcycling accident, and so he was particularly attracted by the accessibility services provided by Barclays when he was choosing a bank.

Klaus works from home, and has a personal assistant, Erika, who is also his fiancé after she agreed to his surprise proposal during a recent business trip to Gothenburg. Although Erika takes responsibility for most of the technology-related tasks concerning the business, Klaus is adamant in not letting his condition get the better of him. Therefore, he has tried the following assistive technologies: head-wand, trackball mouse to use with his feet, mouth-stick and voice-recognition software - he prefers the latter two.

“I want to use technology confidently and independently.”



Device Usage

Klaus believes that technology is essential for the success of his business - he ensures that Erika frequently updates the Klasse Alchemist pages on Facebook, Twitter and Instagram so they have an active social media presence. In his home office, Klaus has a desktop computer which is used for managing the day-to-day running of the brewery such as marketing, finance, booking appointments and Skyping potential clients. He also uses his laptop to indulge in TED Talks videos, the most recent being “Bill Gross - The Single Biggest Reason Why Startups Succeed”. He appreciates that the drop-down lists on the TED Talks website are keyboard-friendly, as it makes filtering out videos easy. Klaus recently purchased the iPhone 6S Plus which he operates using Siri and the Griffin MouthStick Stylus.



Lifestyle

Klaus has basic prosthetic arms fitted which only offers limited functionality such as a gripping feature to pick up relatively small objects. Klaus decided to open a joint bank account with Erika following their engagement so that she could take responsibility for his banking arrangements. However, he does use the contactless bPay wristband for low value payments. Keen to improve his dexterity, Klaus is looking to invest in myo-electric bebionic3 hands to replace his present cumbersome prostheses. He feels that money is no object if this piece of technology will make him able-bodied once again.

Currently, business is booming - Klaus is busy finalising the recipe for a new craft fruit beer he hopes to launch at the London Craft Beer Festival in 3 months. Also, after a successful trial period with The Craft Beer Co., they have invited Klasse Alchemist to feature in their *German and Polish Tap Takeover* later in the month in their Clerkenwell pub. Outside of work, Klaus is a motivational speaker for the Limbless Association for overcoming adversity, and looks forward to their annual general meeting in Chelmsford.

Goals

- To get married to Erika in the new year in Hamburg.
- To expand Klasse Alchemist into a popular global brand.
- To be able to bank independently without assistance from Erika.

Frustrations

- The threat of other German craft brewers on the success of his business.
- Websites without skip navigation links (e.g. skip to main content) as it can be a burden to repeatedly press tab with a head wand or mouth stick.
- Websites that do not set focus to page elements when selected.

Current Banking Products

- Haspa (Hamburger Sparkasse) corporate bank account.
- Joint Barclays Personal Account with an attached savings account.

Top Tips

- Accessibility is important for Klaus. Think about:
 - Websites should be fully navigable by keyboard.
 - Ensure that skip navigation is allowed over long lists and navigation menus.
 - Page elements such as form fields should be highlighted when selected.
- Think about how we can offer accessible services for people with extreme cases of amputation.
- Support that we can offer for customers, like Klaus, who are frequently travelling abroad e.g. foreign currency, cash withdrawal, air miles.
- Providing research of the latest accessibility technology available to keep our customers informed.

Annette

“I want web designers to understand that people learn in different ways.”

I am a social media fanatic, not for myself, but for my Russian tortoise called Herbert.

I have Down's Syndrome.



I don't like websites that are cluttered and disorganised.



I like to post pictures of Herbert on Instagram.

TOP TIPS!

- ✓ Ensuring that hyperlinks and buttons have a large clickable area.
- ✓ Text should be resizable.
- ✓ Present information in different forms – text, graphics, video, audio etc. whilst providing captioning and text transcripts where needed.

Annette

Age: 38 | Sex: Female | Occupation: Teaching Assistant | Marital status: Divorced

Bio

Annette has been a Barclays Personal customer for the best of 5 years now after switching over from RBS (Royal Bank of Scotland). Annette was born with Down's Syndrome – growing up she was educated in a supportive mainstream school, and regularly worked with a speech and language therapist to promote her social and cognitive development. Her parents also encouraged her to be as active as possible; she attended weekly swimming and gymnastic classes to help build her muscular strength. Annette currently lives in Edinburgh, and is a teaching assistant at a primary school within walking distance from her home. She also runs after school workshops in the Makaton language programme for members of the local community.

Over the years Annette has adopted some assistive technologies such as a trackball mouse together with word prediction software to compensate for her motor skill difficulties. She has the bPay contactless wristband and Barclays Chip & Sign card not only for the ease of making payments, but also as safer alternatives. Annette wants to keep her money secure – and so manages to avoid taking out her purse or entering her PIN in public with these products. Annette prefers in-branch banking to telephone banking because she has some hearing loss and tries to avoid making phone calls. However, she has started using the online messaging services more and more because it saves her a lot of time.



Device Usage

Annette is a social media fanatic, not for herself, but for her Russian tortoise called Herbert. She created an Instagram account over a year ago where she posts regular photos and videos of Herbert through her iPad and iPhone. The account recently hit 10 000 followers, and so she has started uploading weekly vines that are 6 seconds long on the Vine app to expand Herbert's fan base. This has helped Annette to come out of her shell, and boost her confidence.

She is also trying to learn Arabic using the Memrise app and Rosetta Stone on her laptop because she would like to impress her new Egyptian boyfriend, Aten, and his parents. They are planning a summer trip around the Middle East – starting in Marrakech, then moving onto Cairo and Sharm el-Sheikh, and finally Dubai. She has been using the Freedom mind mapping software to help plan the trip and noting down the must-see sights at each location.

Lifestyle

Annette moved out of her parents' home in Aberdeen when she was 25 years old to move to Edinburgh for better job prospects, and because she wanted to become more independent. She has been playing the renting game ever since, and feels that the next step is for her to buy her own place ideally in Marchmont or Morningside. Annette is hoping that after she completes her ITT (Initial Teacher Training) and achieves QTS (Qualified Teaching Status), she can find a full-time teaching role and start putting aside more money per month for a deposit. In her spare time, Annette volunteers at her local Brownies group every week as she is incredibly fond of children. She hopes to adopt a child in the near future once she has her own place.

Annette is looking forward to her cousin, Angus, visiting her in a month's time. He is staying for 2 weeks, and so Annette is planning to give him an extensive tour of the city. She wants to take him to Camera Obscura beside Edinburgh Castle, the Scotch Whisky Experience on the Royal Mile, and Deacon Brodies Tavern.

Goals

- To put down a deposit for her very first home.
- To transition from a teaching assistant into a full-time teacher at a special needs school.
- For people living with disabilities to be well-equipped with practical knowledge about budgeting and looking after their money.

Frustrations

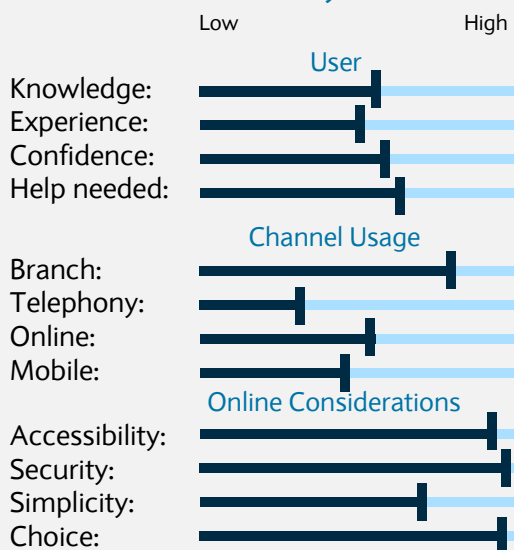
- The ongoing increase in house prices across the UK.
- Websites that are cluttered and disorganised.
- Websites that are not friendly to keyboard navigation.

Current Banking Products

- Barclays Personal Account.
- Barclays Foreign Currency Account.
- Barclays Help To Buy ISA.



“I want web designers to understand that people learn in different ways.”



The Makaton Charity

Rosetta Stone Instagram
Apple Vine Memrise

Top Tips

- Accessibility is really important for Annette. Think about:
 - Present information in different forms – text, graphics, video, audio etc. whilst providing captioning and text transcripts where needed.
 - Text should be resizable.
 - Simple language should be used for content.
 - A clear structure such as headings and lists should be used to organise content.
 - Ensuring that hyperlinks and buttons have a large clickable area.
- Find opportunities to partner up with local charities and schools to provide workshops on e.g. money management.
- Create more resources like the Barclays Money Skills video series for people with learning disabilities.
- Providing advice with mortgages in the future e.g. government schemes.

Lanny

"I use my phone to organise my life and social life."

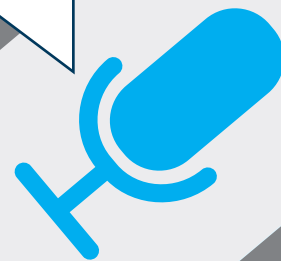
$$\sin (a \pm b) = \sin a \cos b \pm \cos a \sin b$$
$$\cos (a \pm b) = \cos a \cos b \mp \sin a \sin b$$

I have Asperger's syndrome.

I find it hard to develop relationships with people and find it hard to have social interactions.

Being able to record my lessons helps, as I lose concentration.

I don't like it when websites have sudden surprises or changes.



TOP TIPS!

- ✓ Information should be clear, concise and unambiguous.
- ✓ Avoid non-literal text such as sarcasm, metaphors, colloquialisms, slang, allegory and irony.
- ✓ Present information in different forms – text, graphics, video, audio etc.
- ✓ Avoid unpredictable functionality or sudden changes without warning on website.

Lanny

Age: 17 | Sex: Male | Occupation: Sixth Form Student | Marital status: Single

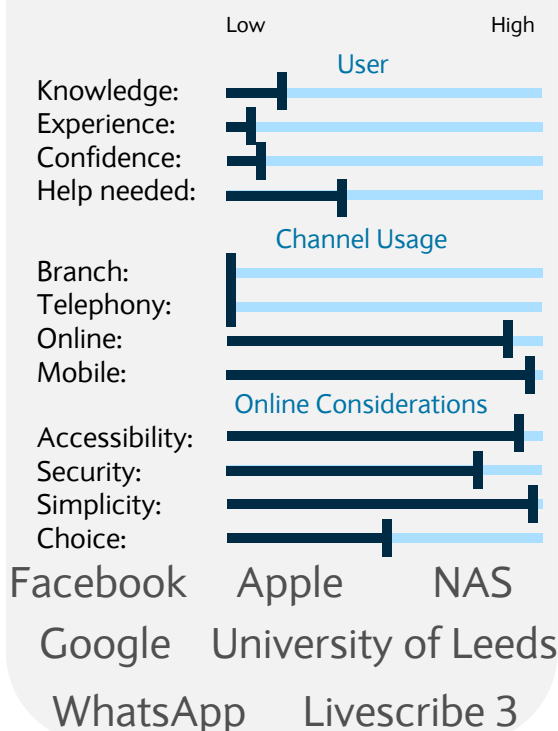
Bio

Lanny was born in the Falkland Islands, and moved to the UK when he was 7 years old. At the age of 9, he was diagnosed with Asperger's syndrome following concerns raised by his school teachers about difficulties with social interactions. Lanny became a Barclays customer just 2 months ago after starting his first part-time job as a maths tutor for GCSE students. Lanny applied for the job in order to develop relationships with people, and also share his gift for numbers.

Lanny's parents decided against sending him to a specialist school, so he attends a mainstream college and is currently in his second year of A-Levels studying maths, further maths and psychology. The school is very supportive and have organised sessions, such as mock interviews, to help students like Lanny build their confidence for future university/job interviews.

Lanny is very new to banking as he is uncomfortable with telephone banking or going to a branch as he struggles to make eye contact or talk to strangers. Therefore, in an attempt to avoid face to face interactions, he now frequently uses Barclays Online Banking, and recently downloaded the Barclays Mobile Banking application.

"I don't like it when websites have sudden surprises without warning."



Device Usage

Technology is an important part of Lanny's life as he made his first friends on the internet through an online 'World of Warcraft' forum. By chance, he ran into two of his classmates at the Legends of Gaming Live convention in London last year, and they have been hanging out ever since. Lanny uses his Samsung Galaxy S6 smartphone to keep in contact with them and organise weekly Facebook events to the arcade. He also owns an iPad mini which he uses primarily for organisational and educational purposes. For example, he uses the Livescribe 3 Smartpen in his classes to record the audio corresponding to his handwritten notes because he often loses concentration. He also records his own tutoring sessions in case his maths students find it useful too. Lanny needs routine and structure to his life, so he uses Google Calendar for scheduling and task management.



Lifestyle

Every now and again, Lanny's parents attend seminars organised by The National Autistic Society (NAS), which provides information, advice and support to the family members of young people with autism. Lanny accompanies his parents because he is keen to find out more about Asperger's syndrome, and how he can adapt his behaviour to interact more effectively with people. His fascination has driven him to read book after book related to autism – his favourite being *The Curious Incident of the Dog in the Night-Time* (2003), which he also saw in theatre in Leicester Square.

Alongside maths, Lanny has an obsession with birdwatching. This interest began after his father took him to see the black-browed albatross colony on Saunders Island whilst growing up in the Falklands. Lanny was offered a full scholarship to study maths at the University of Leeds, however he is thinking of deferring the place for a year to go travelling. He would like to volunteer for the Olympic or Paralympic games in Rio de Janeiro in 2016 to begin with, and then country-hop around South America (Chile, Argentina, Peru, Colombia and Ecuador) primarily for birding or twitching. During the year abroad, he plans to stay in hostels hoping to meet people from all walks of life.

Goals

- To travel around South America and volunteer at the 2016 Olympics/Paralympics in Brazil.
- To graduate with a maths degree and pursue a career in cryptography.
- To continue to develop his social and interaction skills.
- To manage his own financial affairs using both branch and telephone banking.

Frustrations

- The stress and anxiety felt when trying to make friends.
- When website error messages are not explanatory and do not provide help on how to fix the problem.
- Websites that have unpredictable functionality or sudden changes without warning.

Current Banking Products

- Barclays Young Person's Account.
- Instant Cash ISA.

Top Tips

- Accessibility is really important for Lanny. Think about:
 - Information should be clear, concise and unambiguous.
 - Avoid non-literal text such as sarcasm, metaphors, colloquialisms, slang, allegory and irony.
 - Present information in different forms – text, graphics, video, audio etc.
- Advice on a new bank account for a young person transitioning to university – Student Additions Account.
- Advice on the ISA options available for people aged 18 years old or over - Flexible Cash ISA and Investment ISA.
- Support that Barclays can offer for their customers who are travelling abroad e.g. withdrawing money in foreign countries, air miles, offers on accommodation.

These personas were created in consultation with accessibility experts and people with disabilities. They have been designed to provide an insight into how people with disabilities may interact differently with our products and services. When using these personas you are encouraged to think about the impact of these and other differences on wider audiences and how this could help you create better products and services for everyone. These personas will have additional preferences not shown here and just as with real people, those preferences will be affected by many factors other than disability. Keep this in mind when using them to assist you to create better designs.

If you'd like to find out more or have any questions about using the personas please email itaccessibility@barclays.com

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