

Ashley the Athlete



Age 25
Gender Female
Location Toronto, ON

Sports

Rhythmic gymnastics
Soccer
Floor Hockey
Figure Skating

Devices & Tech

High-speed Internet
Smartphone & Tablet

ABOUT

Ashley is a Special Olympics (SO) Athlete who loves being active in her free time as well as cooking and dancing. She has made many friends through SO and only connected to them through SO. She loves her coaches and loves participating activities with her family. She lives with her parents.

ROUTINE

- Part-time job (2-3 days/week)
- Rarely uses Facebook
- Does not drive
- Visit the website frequently

NEEDS & DESIRES

- Stay connected and socialize with SO community
- Stay in competition shape
- Develop/maintain confidence
- Find interesting activities
- Content signifiers/summaries
- Simple wording/guiding images

PREFERENCES

- Visually accessible content
- Bright colours
- Likes to share her achievements

OBSTACLES

- Not good with technologies
- Has trouble reading
- Moving imagery makes her dizzy
- Website loads slowly, complex steps
- Gets lost/distracted online a lot
- Easily overwhelmed/discouraged
- Limited content availability