

Joy, 45

is a carer



Consider
**flexibility, so they can
engage in a way that's
easiest for them**

Behavioural Characteristic Cards



GOOD
INNOVATION

Diego, 29

is a climate activist



Consider
transparency around
sustainability and ethics

Behavioural Characteristic Cards



GOOD
INNOVATION

Isabel, 48

**is a bit
chaotic**



Consider
**avoiding information
overload**

Behavioural Characteristic Cards



GOOD
INNOVATION

Adam, 37

is introverted



Consider
**how you can give full
control over interactions**

Behavioural Characteristic Cards



GOOD
INNOVATION

Fatima, 23

is time poor



Consider
**making touchpoints
quicker, simpler or
more bitesize**

Behavioural Characteristic Cards



GOOD
INNOVATION

Leo, 76

is lonely



Consider
**connecting them with
others with shared
interests or experiences**

Behavioural Characteristic Cards



GOOD
INNOVATION

Zara, 33

**is privacy
conscious**



Consider
**clarity on privacy
and data opt-ins**

Behavioural Characteristic Cards



GOOD
INNOVATION

Ahmed, 40

**has tons of
friends**



Consider
**allowing easy ways to
share with their friends
and involve them**

Behavioural Characteristic Cards



GOOD
INNOVATION

Sofia, 81

**is hyper-
critical**



**Consider
regular, transparent
communication and
feedback mechanisms**

Behavioural Characteristic Cards



GOOD
INNOVATION

Jay, 63

**is incredibly
organised**



Consider
**detailed information
and easy-planning tools**

Behavioural Characteristic Cards



GOOD
INNOVATION

Thomas, 54

**has a
temper**



Consider
using calm aesthetics

Behavioural Characteristic Cards



GOOD
INNOVATION

Lucia, 20

is a digital nomad



Consider
the implications of
supporters in different
time zones

Behavioural Characteristic Cards



GOOD
INNOVATION

Anya, 27

**is a new
parent**



Consider
**quick accessibility of
information, mobile-first**

Behavioural Characteristic Cards



GOOD
INNOVATION

and is visually impaired



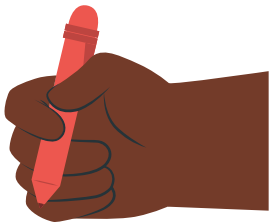
Consider
elevating the experience
through different senses
and audio navigation

Protected Characteristic Cards



GOOD
INNOVATION

**and doesn't use
language to
communicate**



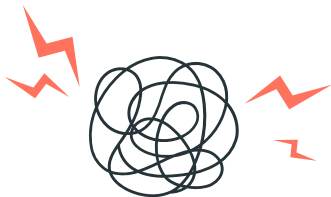
**Consider
including both active and
passive opportunities to
engage and participate**

Protected Characteristic Cards



GOOD
INNOVATION

**and
experiences
anxiety**



**Consider
adding flexibility into
touch points allowing
participants to engage
(or not) when it suits them**

Protected Characteristic Cards



GOOD
INNOVATION

and is deaf



Consider
**elevating the experience
through different senses
especially visual senses**

Protected Characteristic Cards



GOOD
INNOVATION

and struggles with technology



Consider
simplifying the delivery
model or providing 'in
real life' touchpoints

Protected Characteristic Cards



GOOD
INNOVATION

**and doesn't
have access
to the internet
at home**



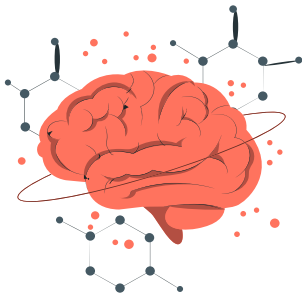
**Consider
tapping into or partnering
with public internet access
points (e.g. internet cafes,
libraries, etc.)**

Protected Characteristic Cards



GOOD
INNOVATION

and has ADHD



Consider
**breaking up the cadence
of an event to allow
for shorter bursts of
engagement**

Protected Characteristic Cards



GOOD
INNOVATION

and lives with foster parents



Consider
avoiding excluding
children from 'non-
typical' family units

Protected Characteristic Cards



GOOD
INNOVATION

**and has a
broken arm**



Consider
**adapting functionality or
touchpoints to be hands-
free or verbal-led**

Protected Characteristic Cards



GOOD
INNOVATION

and struggles with depression



Consider
**signposting at key
moments to supportive
sources that can help**

Protected Characteristic Cards



GOOD
INNOVATION

and is dyslexic



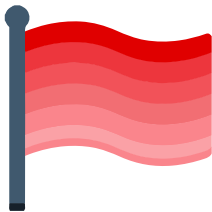
Consider
simplifying text or
reading-dependent
touch points

Protected Characteristic Cards



GOOD
INNOVATION

**and is part of
the LGBTQI+
community**



**Consider
signposting your
inclusivity through more
than just words, but
through action**

Protected Characteristic Cards



GOOD
INNOVATION