

# Universal Design Personas

## **Everyone has a universal design moment at some point in their life**

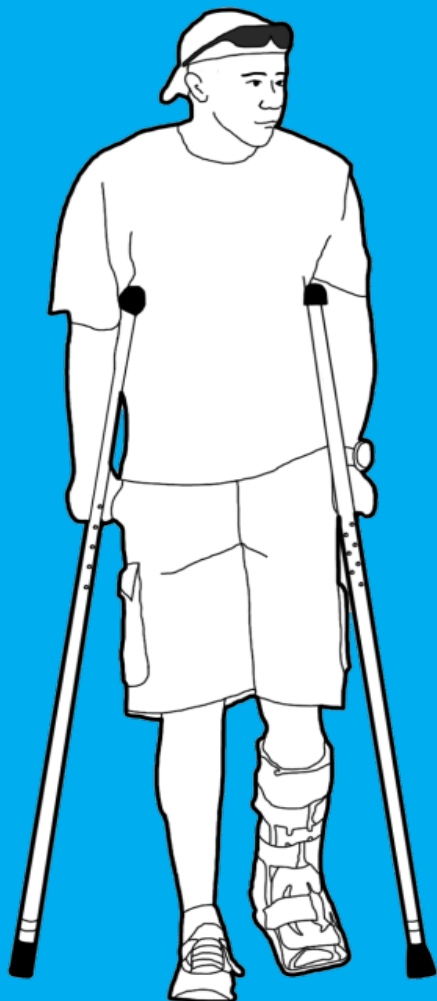
The following personas have been created to assist built environment professionals better understand and design for basic human needs.

The personas are particularly useful at the beginning of a project, where consideration of universal design can deliver more accessible and inclusive places at little to no additional project cost.

**For more universal design guidance visit:**

[aucklanddesignmanual.co.nz](http://aucklanddesignmanual.co.nz)

[universaldesigntool.co.nz](http://universaldesigntool.co.nz)



# Crutches User

## I need...

- Slip resistant surfaces
- Even and unobstructed footpaths
- Resting seats with arm supports
- Gentle gradient ramps
- Step free entrances
- Wide automatic doors
- Enough space to turn around
- Accessible bathrooms



# Adults with Young Children

## We need...

- Family bathrooms/changing facilities
- Child sized toilets, lower basins and hand dryers
- Space for breastfeeding mothers
- Slip resistant and even footpaths
- Playgrounds and play areas for children of all ages and abilities
- Water fountains children can use

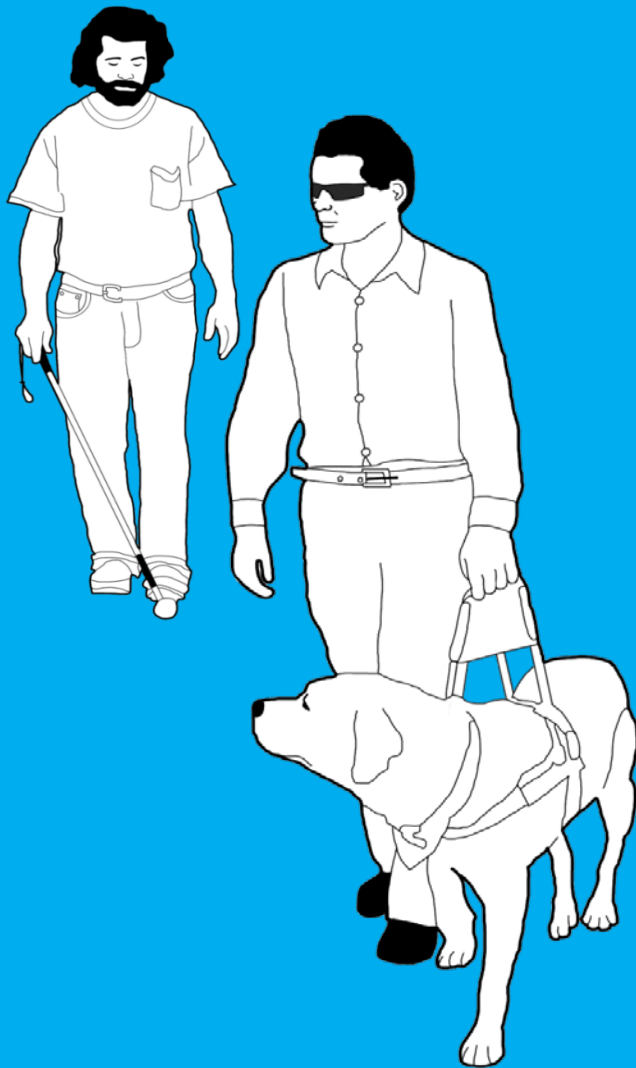
# Person with Luggage

## I need...

- Wide even footpaths
- Ramps without tight corners
- Step free entrances
- Wide doors and entrances
- Access to lifts within buildings
- Extra space within toilets



# People who are blind/ have low vision



## We need...

- Level, wide and unobstructed footpaths
- Strong tonal contrast between street furniture and pavements
- Use texture and colour contrast to provide pathway guidance
- Use audible or tactile indicators to provide warning or wayfinding information
- Clear signage with appropriate colour contrast and font

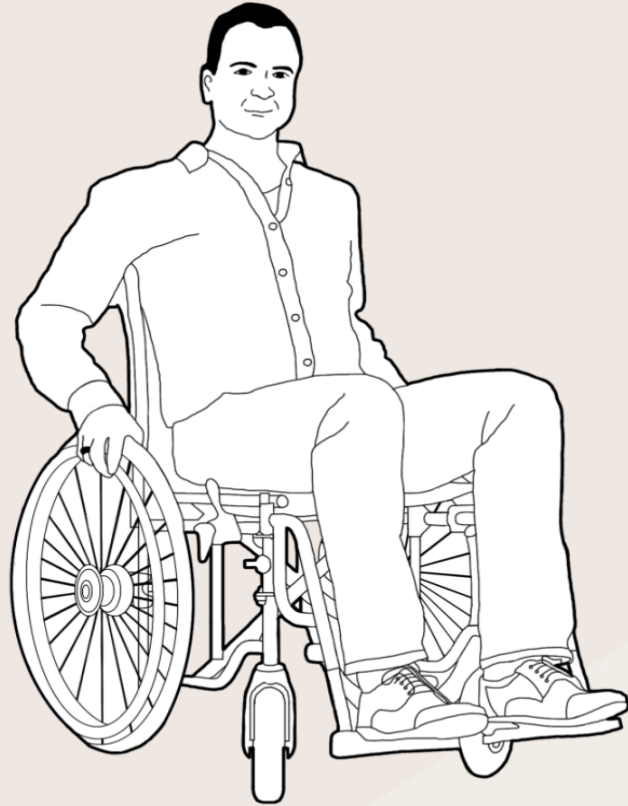
# Ambulance Officers

## We need...

- Wide corridors
- Lifts able to accommodate stretchers
- Wide automatic doors
- Emergency vehicle parking with dropped kerbs
- Even, slip resistant surfaces
- Gentle gradient ramps
- Step-free entrances



# Wheelchair Users



## We need...

- Step-free entrances
- Well designed accessible toilets
- Gentle gradient ramps
- Level and slip resistant surfaces
- Wide corridors
- Wide automatic doors
- Linkage buildings to help manage steep streets
- Enough turning space
- Enough time to safely cross at pedestrian crossings
- Dropped kerbs



# Pushchair User



## I need...

- Wide, level entrances
- Automatic or easy to open doors
- Ramps with generous turning space
- Dropped kerbs on footpaths
- Access to drinking fountains children can use
- Easy access to playgrounds and parks
- Accessible or parent and child toilet facilities

# Pregnant Woman

## I need...

- Handrails on both sides of stairs
- Even, slip resistant surfaces
- Resting seats with arm and back supports
- Easy to open doors
- Large and easy to find toilets



# Delivery person

## I need...

- Ramps
- Loading dock same height as floor of vehicle
- Step free entrances
- Slip-resistant surfaces
- Easy to open or automatic doors
- Dropped kerbs
- Level, wide paths without obstructions



# Older persons

## We need...

- Slip resistant, wide and level footpaths
- Seats with arms and back supports at regular intervals
- Even and sufficient lighting
- Landmarks for orientation
- Handrails on both sides of ramps and stairs
- Clear and easy to read signage
- Good sightlines to help find our way
- Automatic or easy to open doors





# Tourist

## I need...

- Clear wayfinding maps in obvious places with key destinations
- Pictograms and translation of information
- Landmarks to orientate myself
- Accessible toilets that are easy to find
- Clear public transport information
- Seating, especially near public transport stops

# Person with hearing impairment

## I need...

- Seating where I can directly face others
- Even diffused lighting
- Clear sightlines, mirrors for blind corners
- Carpeting to reduce echo
- Quiet areas with less background noise
- Background colours which enhance skin tones for sign language communication
- Wide corridors/footpaths for sign language communication
- Visual/flashing alarms for emergencies

