

# Finding hard to reach populations

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**Hi**

**I'm a Sr UX Researcher,  
a business owner,  
a 2x masters holder,  
a San Diegan,  
generally curious**





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CURRENT EVENTS

ENTERTAINMENT

ART

Aesthetica

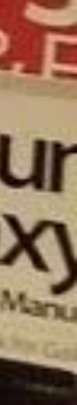
Leisure Painter

Play

ART Architecture

The Color Issue

HI-FRONT





# 7.0 Earthquake

2010 Haiti



# 7.0 Earthquake

2010 Haiti



# 7.8 Earthquake

2015 Nepal

## **498,852 Fully damaged buildings**

- 95% Low-strength masonry buildings
- 3.7% Cement-based masonry buildings

## **256,697 Partially damaged buildings**

- 68% Low-strength masonry buildings
- 26% Cement-based masonry buildings

# **7.8 Earthquake**

**2015 Nepal**







**Finding your customer**

**Provided**

|

**Find them**



The City of **SAN DIEGO** 62° Accessibility Tools Translate

[Home](#)
[LEISURE](#) Explore, Play, Events
 [RESIDENT RESOURCES](#) Pay, Rent, Parking, Help
 [DOING BUSINESS](#) Fix, Plan, Build
 [LIBRARY](#) Learn, Connect, Discover
 [PUBLIC SAFETY](#) Police, Fire, Lifeguards
 [CITY HALL](#) City Officials, Departments

## Leisure

Explore, Play + Events

With its great weather, miles of sandy beaches, and major attractions, San Diego is known worldwide as one of the best tourist destinations and a great place for residents to relax year round.

### Get It Done

- I Need To...**
- Apply...**
- Apply Now**

[Download the Get It Done App](#)

**Beaches and Mission Bay**  
Swim, surf and play on San Diego's shoreline.

**Arts and Culture**  
Explore performances, exhibits and opportunities for...

**Recreation Centers and Activities**  
Find classes for kids and seniors, aquatics programs.

# Defining Your Audience Worksheet

Describe your ideal customer

## 1. Demographics + Defining Characteristics

- Gender
- Age
- Income
- Location
- Ability Spectrum
- Name the customer
- Provide a descriptive title
- Location description
- Describe the person
- Defining characteristics

# Ability Spectrum

<https://inclusive.microsoft.design/>

	<b>Permanent</b>	<b>Temporary</b>	<b>Situational</b>
<b>Touch</b>	One arm	Arm injury	New parent
<b>See</b>	Blind	Cataract	Distracted driver
<b>Hear</b>	Deaf	Ear infection	Bartender
<b>Speak</b>	Non-verbal	Laryngitis	Heavy accent

# 2. Customer Journey

## Create Your Customer's Story

- What was the path that your customer took to buying or using your product/services?
- Give it a narrative arch: temptation, decision, purchase, use and enjoyment, finish, retelling.
- Describe it using your customer's vocabulary to capture their 'voice'.

# 3. Customer Behaviors

Activities and interests related to your product's use and enjoyment

- **When** do they **use** your product?
- How **frequently** do they **use** your product (daily, hourly, 1x)
- What types of other products/services do they use?
- **Where** can you find them (in person, social media...)?



# Tips

**Accessibility isn't just sight and hearing impaired.** Understanding who your user is, and what challenges they face at different life stages will help you identify who should test your product.

**Inclusive research is not just who's in the room but how the research is structured to engage those in the room.** Your script, the tools you use, and what you have available to your participant can help your participant feel included and valued.

**Test your study protocol before you test your product.** Make sure it will work as you expect and you know how the accessibility tools work before your participant arrives.

**Volunteer, ask, connect.** Local non-profits are a great place to start. Reach out, explain what you're doing, ask for help.

**Thank you!**

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