

Bella

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LOCATION

Lives in Sterling, Scotland with family.

DEVICES

Uses a 'locked down' iPad at school and iPhone.

USE CASES

- STREAMING
- MESSAGING

FREQUENCY OF USE

REGULARLY
THROUGHOUT THE DAY,
ACROSS MULTIPLE APPS

WARY OF

PERSONALISED
ADVERTISING

DESIGN CHALLENGES

- MEANINGFUL CONTROL OVER SETTINGS
- EVOLVING MATURITY AND SOPHISTICATION

"I'm still 'officially' too young for most things, but it doesn't really stop me."

Connor

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LOCATION

Lives in Donegal, Ireland with his mum & dad.

DEVICES

PC, XBOX One S and Google Pixel.

USE CASES

- BLOGGING
- GAMING
- VIDEOS
- MESSAGING

FREQUENCY OF USE

REGULARLY
THROUGHOUT THE DAY,
ACROSS MULTIPLE APPS

WARY OF

- PERSONALISED
ADVERTISING
- TROLLS

DESIGN CHALLENGES

- DATA EDUCATION AND SAFETY ONLINE
- EVOLVING MATURITY AND SOPHISTICATION



**“I have my own ideas
about me and I have
the right to define it.”**

Elsa

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LOCATION

Lives in Dublin, Ireland with little sister & family.

DEVICES

iPhone and iPad.

USE CASES

- SOCIAL MEDIA
- MESSAGING
- VIDEO AND PHOTO SHARING

FREQUENCY OF USE

REGULARLY,
THROUGHOUT THE DAY

WARF OF

POTENTIAL
BULLYING

DESIGN CHALLENGES

- DATA EDUCATION AND SAFETY ONLINE
- PARENT AND CHILD DUAL USERS

“I mean, it’s me, in the video. Don’t I get to say who sees it?”

Farhan

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LOCATION

Lives in Preston, Lancashire with extended family.

DEVICES

Samsung phone, Xbox One X and PC Laptop

USE CASES

- STREAMING
- MESSAGING
- PHOTOGRAPHY

FREQUENCY OF USE

REGULARLY
THROUGHOUT THE DAY,
ACROSS MULTIPLE APPS

WARY OF

- PERSONALISED
ADVERTISING
- POTENTIAL
BULLYING

DESIGN CHALLENGES

- AGE VERIFICATION
- DATA EDUCATION AND CONTROL OVER SETTINGS



“I don’t think a college admissions person would appreciate what my freinds post online!”

Jay

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LOCATION

Lives in Lewisham, London with mum & brothers.

DEVICES

Hand-me-down, Samsung phone.

USE CASES

- VIDEOS
- GAMING

FREQUENCY OF USE

A FEW TIMES A WEEK

WARY OF

- PARENTAL PERMISSION
- ACCESS TO DEVICES

DESIGN CHALLENGES

- MULTIPLE PEOPLE USING THE SAME DEVICE
- DEVICES SET UP FOR 'PUBLIC' USE



“I don't know why the free wi-fi needs my mobile number.”