

CeCe

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LOCATION

Lives in Lincoln, Nebraska with family & dog Squidge.

DEVICES

PC in living room, Nintendo Switch in room.

USE CASES

- CREATIVE EXPRESSION
- MESSAGING

FREQUENCY OF USE

REGULARLY
THROUGHOUT THE DAY

WARY OF

REVEALING TOO MUCH

DESIGN CHALLENGES

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

“I’m figuring out the kind of person I want to be.”

ABOUT CECE

Fitting In

Since she was about 5 yrs old, CeCe has adamantly shunned anything that conformed to gender stereotypes. She’s happiest playing her guitar, training her dog to do tricks and wearing her Converse chucks and hoodie - they are comfortable! So far, she’s not had too many problems at school - she’s pretty resilient, comfortable in their own skin, and is not seen as an outcast. She’s just pretty awkward, just like most middle schoolers!

Finding Role Models

CeCe is a huge fan of the TV show Andi Mack, which follows 13 yr old Andi as she attends middle school. It’s the first TV series CeCe’s seen that features a gay main character.

CECE’S CONTEXT

CeCe regularly writes songs and stories, but under a different name as she thinks that’s cool. She watches videos online of other kids who play their own music. She loves talking to her friends on messaging apps, sometimes in large groups and some in smaller groups. It’s mostly lots of “Hi” and emojis but sometimes there’s some fun stuff going on.

DATA & PRIVACY

Studying The Basics

She’s already started the Digital Citizenship curriculum at school where she’s learnt the basics of internet safety, privacy & security, relationships & communication, digital reputation and self-image online in addition to basic IT and internet research.

Wanting Privacy Online

CeCe has gone online and found all kinds of information connected to Andi Mack but she always is careful to look only when mom and pop are distracted as she thinks they can check what she’s been looking at and she doesn’t want to talk about it!.



Connor

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LOCATION

Lives in Tampa, Florida with his parents.

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 myself.”

ABOUT CONNOR

Mental Health Struggles

Connor has had mental health challenges since he was 8 years old. He goes through periods where he either can't sleep for worrying about the future and bad things happening, or he just feels a little hopeless about life. Right now, though, he feels ok.

Popular & Outgoing

As an only child, he's built up many friendships while playing online games but also has a large group of friends at school. He is considered outgoing and quirky (he's the biggest fan of retro TV shows) but sometimes that makes him a target of bullies.

CONNOR'S CONTEXT

Connor regularly blogs about gaming & mental health but under a different name as he experienced people trolling him last year. He games every day and watches gaming videos for at least 60 mins daily. He follows his friends and people he admires on social media and he shares music playlists with friends. He uses several messaging apps to chat.

DATA & PRIVACY

A Growing Understanding

Connor is already well versed in the Digital Citizenship curriculum at school. He's careful with his personal data and is aware of how it can be connected across the internet based on what he likes, what he watches, where he goes with his friends or even who his friends are!

Ad-Tech Savy

Ads follow him around the internet and he's seeing paid content that feels personalized toward him in games and in the middle of watching videos online.

Protecting His Image Online

His parents have always put pictures & stories about of him on the internet, which didn't used to bother him. Now, he doesn't like it (and tells them) when they share a photo or personal anecdote on social media about him. He doesn't want the wrong people to see it.

Elsa

11

LOCATION

Lives in Sacramento, California with little sister & family.

DEVICES

iPhone and iPad.

USE CASES

- SOCIAL MEDIA
- MESSAGING
- VIDEO AND PHOTO SHARING

FREQUENCY OF USE

REGULARLY,
THROUGHOUT THE DAY

WARY 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?”

ABOUT ELSA

Longtime Gymnast

Elsa is an accomplished gymnast who trains 25 hrs per week and competes in state & national competitions. She been a gymnast since she was 2 years old and her mom has captured (and shared) every medal, celebration and failure along the way.

Changing Schools

She’s about to go into middle school and she’s already nervous as she’s much smaller than many girls her age. She’s also concerned that if her classmates find her online gymnastics photos it might encourage jealousy, or even bullying. She just wants to make new friends.

ELSA’S CONTEXT

Elsa spends a lot of time with her gym team and there’s lots of down time at competitions to use her iPad & iPhone. Sometimes she and her team make videos with funny virtual filters and watch online videos to pass the time. She likes using photo sharing sites to save pictures of the cutest puppies ever!

Her gym team uses messaging apps so the girls can coordinate for training and stay in touch as they are all in different schools. Her mom set those up for her.

DATA & PRIVACY

Studying The Basics

She’s already started the Digital Citizenship curriculum at school where she’s learnt the basics of internet safety, privacy & security, relationships & communication, digital reputation and self-image online in addition to basic IT and internet research. Safer Internet Day is a big thing at her school.

No Knowledge Of Data Privacy

Elsa has no concept, beyond photos of her, of how her data can be used on the internet to provide services and for commerce.

Jay

13

LOCATION

Lives in Baltimore, Maryland with mom & brothers.

DEVICES

Hand-me-down, Samsung phone which is often too old for the most up-to-date security updates.

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.”

ABOUT JAY

Family Troubles

In many ways, Jay is a typical 13 yr old boy who loves football and playing on his friends’ games console. However, due to recent family turmoil, he doesn’t have a stable living situation. He shares a room with his brothers and his mom, and they often need to move at short notice.

Limited Budget, Limited Data

He has an old phone but there’s no extra money to have a data plan. He uses free Wifi whenever he can when he’s near the Mall to check his messaging app.

JAY’S CONTEXT

Although he doesn’t have a computer he’s still able to watch over ninety minutes of video daily - mostly gaming videos - at his friend’s house. His friend’s dad lets them watch, and use the games console, with little supervision.

DATA & PRIVACY

Studying The Basics

Jay has already started the Digital Citizenship curriculum at school where he’s learnt the basics of internet safety, cyber bullying and digital reputation in addition to basic IT.

Ad Hoc Access

With little access to a computer at home or school, he doesn’t get the chance to put these concepts into practice often. As he logs onto free public wi-fi he’s regularly having to give out his personal information, but he doesn’t really think about it - he just wants wi-fi. He has no idea what data is being collected about him and why companies would want his data.

Kai & Tola

9 & 37

LOCATION

Lives in Houston, Texas with dad and younger sister.

DEVICES

Apple Mac & iPad (shared) and XBOX.

USE CASES (KAI)

- GAMING (SOLO)
- EMAIL (WITH PARENTS)

FREQUENCY OF USE

KAI: IRREGULARLY, FOR SPECIFIC TASKS

WARY OF

TOO MUCH TECH
TOO YOUNG

DESIGN CHALLENGES

- ACCESS WITH MINIMAL DATA REQUESTS
- PARENT AND CHILD DUAL USERS

“Games are a safe place for kids to be kids, aren’t they?”

ABOUT KAI & TOLA

Kai: Loving Sports

Kai is in elementary school, loves sport and playing on his bike. He plays basketball and really loves when his mom and dad come to watch. They are loud, which he pretends he doesn’t like but he does.

Tola: Keeping Watch

Tola is sports-mad mom fan, who loves watching her kids play basketball and her beloved Texas Longhorns. Kai is her oldest kid, and it’s hard to keep up with everything he does! She wants to keep him safe online, and in the everyday world.

KAI & TOLA’S CONTEXT

Kai loves gaming on the console and seems to get a bit more freedom to play by himself, versus using the Mac or iPad. Mom isn’t paying as much attention to the console as she’s not a gamer.

Kai has been asked to sign up for a website for organising his basketball games at school - to RSVP, check the schedule, respond to messages and to see the roster. His mom got the email from school and they both have to put information into the site to make it work.

DATA & PRIVACY

Studying The Basics

Kai has already started the Digital Citizenship curriculum at elementary school where he’s already learned the basics of internet safety. Safer Internet Day is a big thing at his school and he’s drilled yearly not to share his location or school name online.

Developing Digital Maturity

Anything privacy/data doesn’t register with Kai at this point. Tola thinks Kai shouldn’t have a phone until he’s 13, and is pretty strict about what the kids get to do on the devices at home. She’s wary of asking kids to join in online conversations - even if they start offline - as she never did that when she was a kid. Kai’s too young to have an email address!