

# 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

## 14

### 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

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?”



# Farhan

17

## 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

## 13

### 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.”**