

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

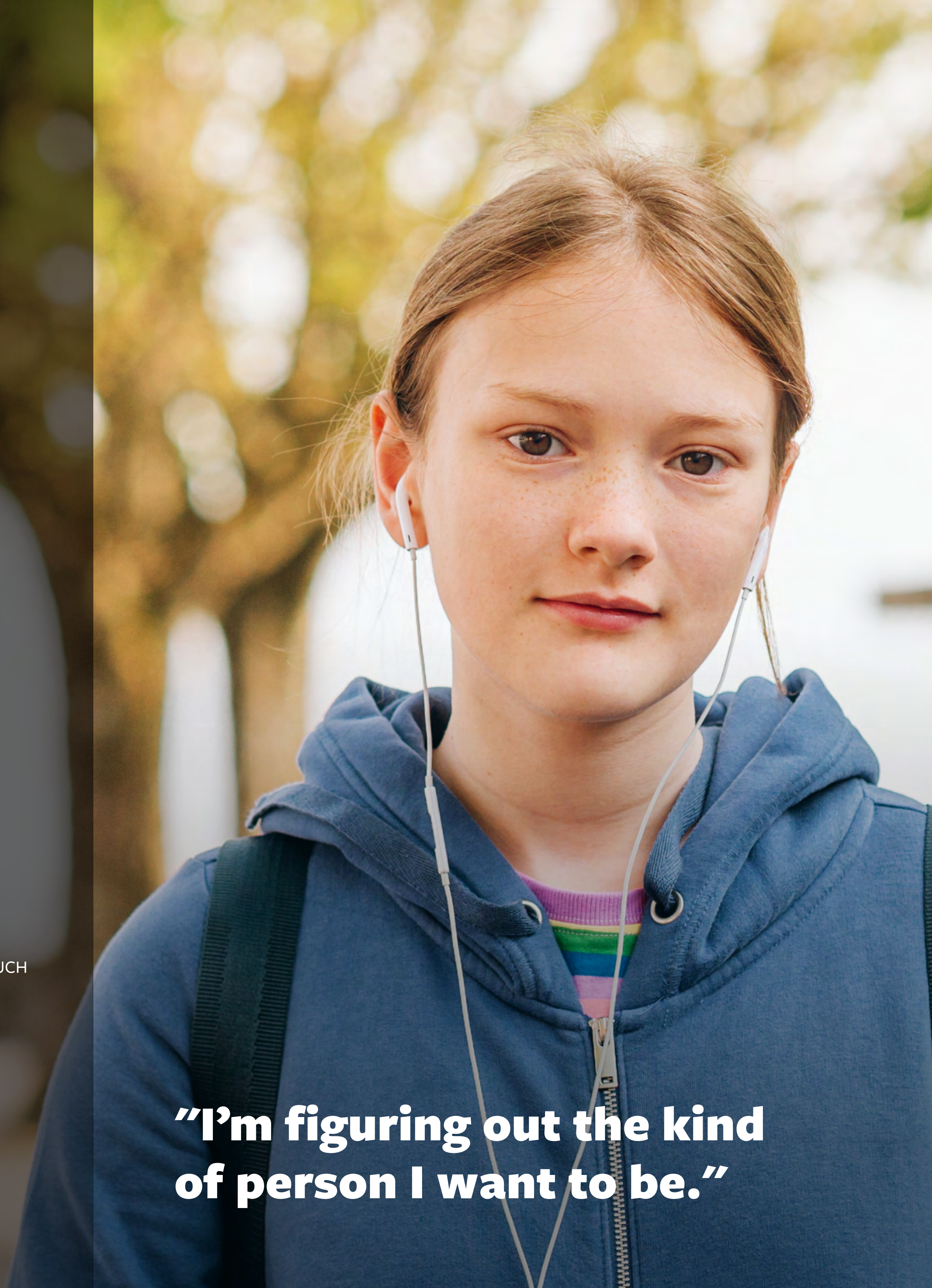
REGULARLY
THROUGHOUT THE DAY

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.”**

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.”**

Elsa

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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?”

Jay

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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.”

Kai & Tola

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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?”