

Bella

16

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.”

ABOUT BELLA

Civic-Engaged

Bella is an active member of her school and local community. She’s not particularly interested in voting or politics but is civically engaged around climate change. Much of the conversation and organising of these events takes place on social media rather than through traditional political structures.

Fitting In

Even though she feels like a young woman with a purpose, she still sometimes suffers from anxiety around fitting in with her peers. She knows she’s not always invited to parties and seeing photos of her friends doing things without her affects her confidence. Her friends, who are all a little older than her, have been playing with dating apps and one recently met a guy!

BELLA’S CONTEXT

Bella spends her time streaming music, looking at photos on social media and mostly making virtual moodboards of things she likes. She engages with her family on messaging apps and close friends on social media. She uses social media daily after school. Most days she watches a half hour of music videos and vet or animal videos .

DATA & PRIVACY

Wanting Privacy Online

Bella is hyper aware about her privacy and security. She never shares her location on any app and is usually the one changing the settings on her friends’ phone to be a bit more safe!

Ad-Savy

She has a clear understanding of the environmentally conscious brands she cares about. She hates being ‘followed’ around the internet by products, even by ones she loves.

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.”

ABOUT CONNOR

Exploring Identity

Connor is a gay teen who is exploring identity and self expression online and offline. Connor has had mental health challenges since he was 8 years old.

Popular Yet Guarded

As an only child, he’s built up many friendships while playing Fortnite but also has a large group of male and female friends at school. He is outgoing with his friends but since he hasn’t officially come out to his parents, he’s quite guarded at home.

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 Internet Safety 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 personalised toward him in games and in the middle of watching videos online.

Protecting His Image Online

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!

Elsa

11

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?”

ABOUT ELSA

Longtime Gymnast

Elsa is an accomplished gymnast who trains 25 hrs per week and competes in regional & 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 Secondary 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 YouTube to pass the time. She likes Pinterest 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

Learning In Depth

She’s learnt about the basics of staying safe on the internet during the SPHE classes at Primary School. In the very first year of Secondary school she’ll be learning about online sexual coercion/ extortion and ‘webcam blackmail’ at the “Be in CTRL” class. Her mum wasn’t too pleased and thinks she’s still too young to know about it. 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.

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!”

ABOUT FARHAN

Performance Pressure

Farhan is completing his A-Levels and living with lots of stress at home. The pressure is more than he’s ever felt before. His parents desperately want him to do well because of financial pressures and his teachers want him to do well because they’re assessed.

Social & Political Scenario

Farhan is a practicing Muslim and does a weekly visit to one of the 26 mosques in the area. He will be eligible to vote for the first time in the next general election. Day by day, he feels people are viewing him differently because of his ethnicity, and political rhetoric in the news makes things more difficult.

FARHAN’S CONTEXT

Farhan uses messaging apps to talk to his friends. He watches videos online and plays on his console along with friends & family everyday. He’s interested in photography and follows other photographers on social media. He also uploads his photos to a stock image site, despite knowing he’s supposed to be at least 18 years old to join it. Still, it’s easy money – every time a customer buys an image he gets paid.

DATA & PRIVACY

Protecting His Image Online

Farhan cares a lot about his image online and wants to be in control. Public perceptions about his extended family’s posts and pictures worries him, whether it’s the opinions of his friends or college admissions officials.

Digital History Worries

He wonders: if he repeated a joke that his cousin shared on Twitter, an admissions person might not think it’s funny. A potential employer might search his name, and then find pictures or info that Farhan would not be happy to be associated with.

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



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 WhatsApp.

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 use it and the XBox with little supervision.

DATA & PRIVACY

Studying The Basics

Jay has learned the basics of internet safety during the Safer Internet Curriculum in his PSHE classes at Secondary School.

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 often 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.