

Thinking the GDPR in the user experience

Predefined users

Données
& Design par **LINC**
CNIL.

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Information

This document completes the [Thinking the GDPR in the user experience](#) method, to be downloaded at the following address: design.cnil.fr/en/resources/, for imagining creative implementations of various GDPR concepts within the user journey of a service or product.

It provides 10 personas to facilitate the conduct of the workshop. Those persona are fictional, any resemblance to existing persons is purely coincidental.

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1.2 • User

Malia

41 years old

Head of the marketing team in a large com group. Lives in the suburbs of Paris.



Credits : Caiaimage/Martin Barraud

Privacy & digital

Digital Use

Frequency • Malia considers herself an addict to her smartphone, still clinging to it. It's her main work equipment (email, calendar...), but it's also used to post on the social networks on which she has a frenetic activity.

Devices • Smartphone, professional computer for office tasks.

Mastery • She has a very good mastery of her smartphone, especially of social networks and productivity applications. She has set up her phone to create shortcuts, etc. to improve her productivity.

Awareness on issues of data protection and privacy

She has been raise aware of these issues during her professional life. She is quite careful about the applications she installs on her phone, but this attention usually stops at the "serious" impression the application gives her.

Understanding of the digital

For Malia, digital is above all something practical. She is one of those to test all possible applications to find those that best meet her needs and fit into her existing habits.



1.2 • User

Kristen

63 years old

Former professor of art history at the University of Toulouse, lives on the outskirts of the city. Single.



Credits : Maskot

Privacy & digital

Digital Use

Frequency • Kirsten uses her computer a lot in her free time to research Italian Romanesque art, purchasing books difficult to find on local booksellers or large online sales platforms, and preparing her cultural trips to Italy. She uses her phone only to communicate by sms with her family and friends.

Devices • Laptop and phone she got from her daughter.

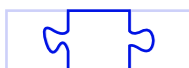
Mastery • Kirsten is comfortable with surfing online and using office tools, but without any fine knowledge of how her computer works.

Awareness on issues of data protection and privacy

Kirsten is not aware of this particular issue and does not pay specific attention to this type of issue.

Understanding of the digital

She is quite cautious when browsing the web, especially when ordering online: she knows the basics for checking a website security or else goes through a recognized online payment service.



1.2 • User

Jade

21 years old

Jade is studying engineering in a school in Paris. She lives in a shared flat in the eastern suburbs of Paris.



Crédits : Tom Werner

Privacy & digital

Digital Use

Frequency • For Jade, digital is her tool for study, work and leisure. She uses it daily in order to carry out the projects she is currently working on, to feed her developer blog, to communicate with her family and friends and to play video games.

Devices • Computer, smartphone, console.

Mastery • She is very comfortable with digital tools, both in their uses and in the understanding of their technical functioning.

Awareness on issues of data protection and privacy

She is aware of the subject and implements a set of mechanisms, such as the use of a VPN, to limit the tracking of its online activities.

Understanding of the digital

Because of her training, she is tech-savvy and has a number of habits to protect her devices (e.g. she has set up and secured her entire home network) as well as her privacy.



1.2 • User

Chloé

23 years old

Chloé finishes her studies at the Nantes School of Architecture. She lives in a university residence near her school.



Credits : Sunwoo Jung

Privacy & digital

Digital Use

Frequency • Chloe uses her phone or tablet daily to read press and social network articles, to browse the Internet and to communicate with friends, especially while waiting for public transportation. She also uses the school computers as part of her studies but does not own one herself.

Devices • smartphone, tablet, computer.

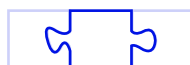
Mastery • She is comfortable using her phone on which she regularly downloads new applications, especially games, as well as her tablet.

Awareness on issues of data protection and privacy

She is not aware of these issues even though she regularly hears about various related scandals in the media.

Understanding of the digital

She has confidence in the tools she uses and doesn't worry too much when using them.



1.2 • User

Manon

14 years old

A schoolgirl in an Alsatian school, she lives with her parents who are winemakers.



Credits : Brad Gregory

Privacy & digital

Digital Use

Frequency • She makes quite little use of digital services and only uses social networks, to share skateboarding selfies, video sharing applications, to watch videos of professional skateboarders and tutorials, and different communication applications depending on who she talks to.

Devices • Smartphone.

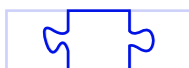
Mastery • She is comfortable using the applications she has installed on her smartphone, especially to manage access to the photos she shares on the networks or to create discussion groups.

Awareness on issues of data protection and privacy

Manon is sensitive to the issue of protecting her privacy online, for example, she is careful about how she shares her photos online with her groups of friends. However, she has no deep understanding of the issues surrounding personal data.

Understanding of the digital

For her, digital equals to her smartphone and the Internet equals to social networks.



1.2 • User

Ibrahim

59 years old

Engineer in the construction sector, he lives in a village near Lyon.



Credits : Westend61

Privacy & digital

Digital Use

Frequency • He uses his smartphone daily, checking the news in the morning and in the evening. He has also installed a simulation game for managing a city.

Devices • Smartphone, work computer.

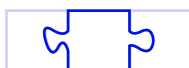
Mastery • Ibrahim uses his phone without difficulties. He limits his use to natively installed applications, except for the game.

Awareness on issues of data protection and privacy

Ibrahim is very sensitive to these issues, he would even be a little paranoid about certain subjects such as listening to his conversations all the time. Being very vigilant, he often switches his phone to airplane mode when he is not using it, regularly cleans his browser history, etc.

Understanding of the digital

He is very suspicious of the digital and has built a set of tactics in order to leave as few traces as possible online.



1.2 • User

Max

48 years old

Max is a freelance cabinetmaker. He specializes in the restoration of antique furniture. He lives with his wife in rural France.



Credits : JohnnyGreig

Privacy & digital

Digital Use

Frequency • He does not use a lot of digital tools because he does not see a great interest in them, except for a playful purpose. He has played the console a lot with his children. He has kept the collective dimension present in the use of a console in his other digital uses as he shares the same smartphone and computer with his wife.

Devices • Smartphone, console.

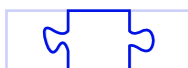
Mastery • He has a pretty good control of the devices at his disposal, even if he is sometimes a little lost after his wife installs a new application or changes settings.

Awareness on issues of data protection and privacy

He is not aware of the underlying issues and doesn't really feel concerned by it as he doesn't use digital tools much.

Understanding of the digital

He is not aware of these problems and does not feel particularly concerned because he makes little use of digital tools.



1.2 • User

Bruno

65 years old

Newly retired, he has just returned to his native Provence after a career in Paris.



Credits : JohnnyGreig

Privacy & digital

Digital Use

Frequency • Outside of connected objects used in his sports activities, such as jogging, he rarely uses digital products or services.

Devices • Smartphone, connected well-being objects (watch, scale...).

Mastery • He knows how to use two or three services but outside of that he quickly meets difficulties using his smartphone.

Awareness on issues of data protection and privacy

Does not feel concerned because he considers that he has "nothing to hide".

Understanding of the digital

Bruno has a neutral, even slightly negative, perception of the digital. He makes little use of digital services and deplores the "antisocial" effect that phones have on young people, who are always "glued" to their screens.

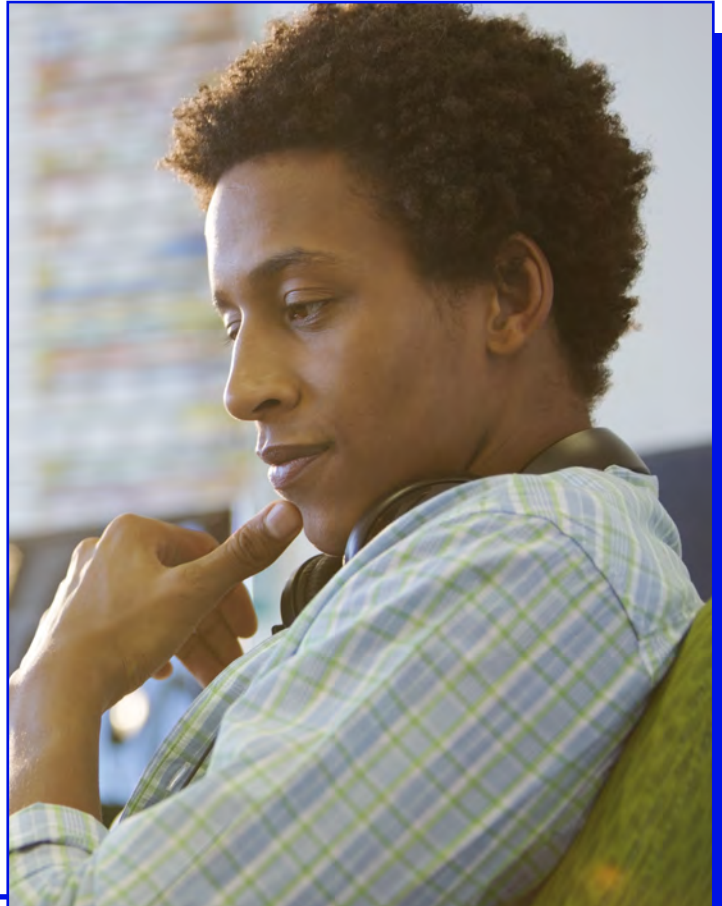


1.2 • User

Yacine

29 years old

Graduated from a business school, he quickly joined the ranks of French startups.



Credits : Tom Merton

Privacy & digital

Digital Use

Frequency • Yacine is a regular user of the digital tools, and would even be classified as an early-adopter: he buys and tests all disruptive digital novelties even if he doesn't use them for more than three months in general.

Devices • Smartphone, various connected objects, computer for professional and personal use (video games).

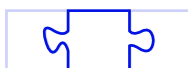
Mastery • Yacine is very comfortable with the use of digital services, he does most of his household tasks with them (eg. online shopping and delivery).

Awareness on issues of data protection and privacy

Working in a startup processing personal data, he is aware of the regulatory requirements and does his best to implement them in his department. He has confidence to companies in general that he believes are doing their best to manage the data process properly.

Understanding of the digital

Yacine is a frenetic user of digital and makes assurance to the services he uses.



1.2 • User

Lucas

19 years old

He has just joined the Grenoble medical school. Passionate about basketball, he follows all the competitions, especially the NBA.



Credits : miodrag ignjatovic

Privacy & digital

Digital Use

Frequency • Its use of digital is mainly driven by the competitive basketball seasons. During these periods, he will regularly watch the results on his phone as well as analysis of the games. In the evening, he systematically watches the games on his connected TV.

Devices • Smartphone, connected TV

Mastery • He uses his TV better than his smartphone, the latter being mainly used to search for information on the internet and consult social networks.

Awareness on issues of data protection and privacy

Lucas is not at all aware of these issues and does not feel that he leaves any traces when using his digital services. For example, he never posts anything on social networks.

Understanding of the digital

He finds this very convenient and has confidence in the services he uses. He has strong habits with the applications and services he has, and will go and test a new one only when a close friend recommends it to him.

