

10/15/24

## **Key Issues**

1. Some users are careless about their online privacy and who can access it
2. Some users don't understand the importance of online privacy and aren't learning
3. Some users forget what they have set up on their phone regarding privacy
4. Some users put all their trust into the privacy features and that is it
5. Some users don't care about the amount and type of information that is out there about themselves

## **Big Ideas**

1. A data challenge: compile user data to see who has had their data compromised and what measures they took prior to avoid it
2. A user challenge: have each user see how much information they can find out about each other that could be essential to data breaches and worse
3. A technology challenge: create a new update/device that only allows users to put in certain information and keep a lot of personal data restricted from being shared
4. A survey: put out a survey to see what steps users take to protect their privacy and based on their answers create a warning of what could happen based on the level of action taken
5. A metaphor for acting towards privacy, such as: You should care about your online privacy the way you care about your appearance

## Persona

Christina Burkhart



Christina is a 70-year-old woman that is a director of international programs at a university and a retired communications specialist. She considers herself to be someone with a “fair amount of technical expertise that comes from using them from work. Some of the online systems that she uses include Apple wallet, Facebook, and Microsoft Outlook.

Christina is trying to achieve better online privacy habits by becoming more aware of her given out information, protecting her accounts using various privacy settings, and retracting the people that can access her accounts and profiles. She struggles to keep track of what is being saved on her phone, considering using her real information on various profiles, and trusting automatic privacy settings alone. Christina’s usage of online banking, Facebook, and MapMyRide could be used in further privacy evolutions.