

CALYXOS USER PERSONAS

Version 2021

User personas or user archetypes are descriptions of typical or target users that a product or service might have.

They are not intended to be an exhaustive taxonomy of every possible user type, categorised according to numerous variables (demographic, psychographic and behavioural) - this would make the design decisions unmanageable.

The purpose is that they are memorable and actionable - they are here to sum up the main needs and characteristics of our different audiences so we can recall and empathise with them.

Although these personas are made-up people, they are based on information gathered about real people, in our case, based on CalyxOS users.

Our personas are an artefact of an exploratory qualitative research (interviews and diary study). The research has uncovered the main things that CalyxOS users care about and the data has been categorised into major themes.

The further analysis then involved looking for patterns, that is to say, users with major overlap in most of these key themes but not necessarily all of them. Rather than searching for a perfect match, the exercise involved looking for a broad patterns.

Because our personas are based on qualitative research with real users they are accurate and provide key insights that are impossible to get from either analytics, demographic info or assumptions only.

Although, keep in mind that because they are not based on large samples, there is no way to determine the proportion of our user population that each persona represents.

Because of the same reason, it is also possible that we have omitted unintentionally some users with unique characteristics or overrepresented others that have uncommon viewpoints.

Ideally, these personas should be updated over time as people needs, frustrations and behaviour change over time.



"I would like to be able to use a phone without it containing a constant data stream to its home server."

JAMES
Software Engineer
Bachelor degree

Age: 26
Location: Seattle, USA
Tech savvy: advanced

Frustrations

+ The power that manufacturer has over phone usage.

Behavioural considerations

+ He works mostly on his computer and still uses a Google account for work but he doesn't need to use it on his phone.

+ He likes to keep separate his private life from work and to feel less dependent on Google and other such services in his personal life.

+ He likes to read about new technologies on specialised IT news websites and forums like XDA Developers and Reddit subforums, but he also checks Twitter and Youtube.

+ He has only one mobile device and has previously installed custom ROMs

Digital privacy is:

+ to have the control over personal data.

Attitude towards protective measures

+ He takes measures and feels they are good enough.

Perception of risk

+ He does not feel exposed to threat when online or communicating with others.

Core needs

+ Needs continued support for updates.

+ Automatic backups.

+ Needs more compatibility with apps, especially in-app maps.

+Needs more customization (customizable launcher, more design colors).

+ Needs a privacy friendly vocal assistant and a native mail app.

+ Wants the Calyx website to be more accesible.

Personality

Extrovert

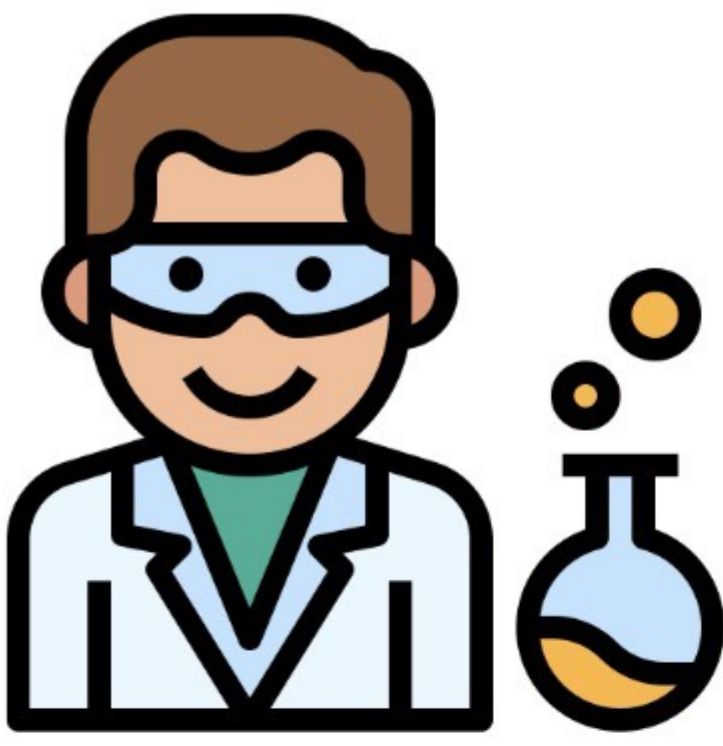


Analytical



Active





"I don't need anonymity, it is more about autonomy and this is the reason I am exploring technologies for years, for myself."

ALEX
Scientist
PhD

Age: 45
Location: Berlin, Germany
Tech savvy: advanced/intermediate

Frustrations

- + Incompatible and/or missing apps on a privacy-oriented OS.
- + Apps and websites not being accessible.
- + Lack of information about functionalities.

Behavioural considerations

- + He is interested in privacy but mostly feels curiosity to experiment with new technologies. He has had this passion for years and has been tinkering previously with Linux and mobile custom ROMs.
- + He searches for information via Matrix groups and Reddit subforums, but also search engines to double check information found in forums.
- + He has two mobile devices and despite the fact that he has previous experience with custom ROMs, he likes to be sure before switching completely.

Digital privacy is:

- + to have the control over personal data.

Attitude towards protective measures

- + He takes some measures and he feels he is doing enough.

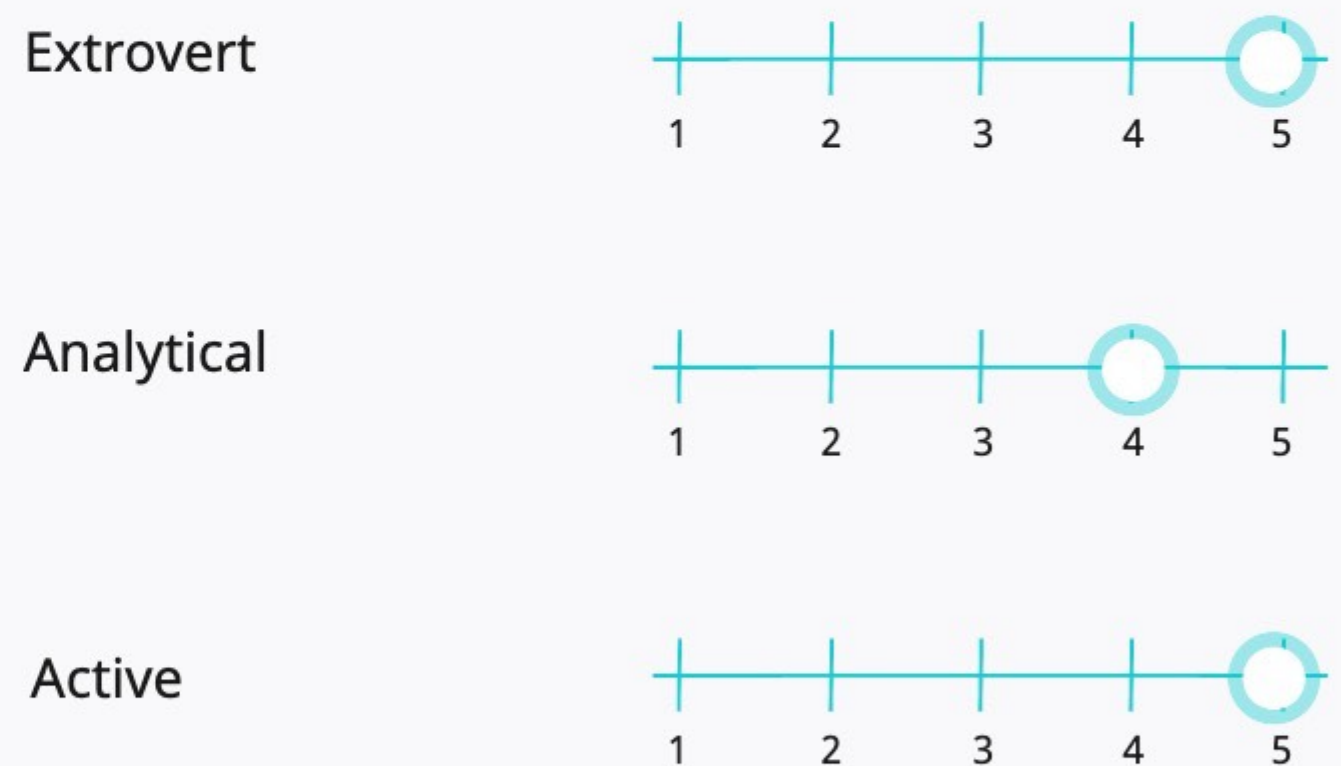
Perception of risk

- + He does not feel exposed to threat when online or communicating with others.

Core needs

- + More explanation on apps, settings, limitations, and explanation in general about privacy oriented tools.
- + More news/updates concerning development and updates.
- + More compatibility with apps.

Personality





"Security and privacy in a digital world is a human right."

BILL
Entrepreneur
Master's degree

Age: 50
Location: San Francisco, USA
Tech savvy: advanced

Frustrations

- + Features and apps not working properly.
- + Lack of information on websites and on devices.

Behavioural considerations

- + He has strong interest in sovereign individuals to have ownership of their digital data, digital security and electronic privacy for years.
- + Interested in educating the masses about digital privacy and security.
- + Reads specialised IT news, infosec experts opinions, but also Reddit subforums and XDA Developers.
- + Uses only one mobile device and has installed custom ROMs before.

Digital privacy is:

- + the right to be left alone.

Attitude towards protective measures

- + He takes some measures and he feels he is doing enough.

Perception of risk

- + He does not feel exposed to threat when online or communicating with others.

Core needs

- + Needs reliable and smooth performance that offers enough options to customize frequent actions.
- + Needs flexibility and support for a range of apps for common tasks (phone, messaging, maps/nav, browser).
- + Needs prompt security fixes.

Personality

Extrovert

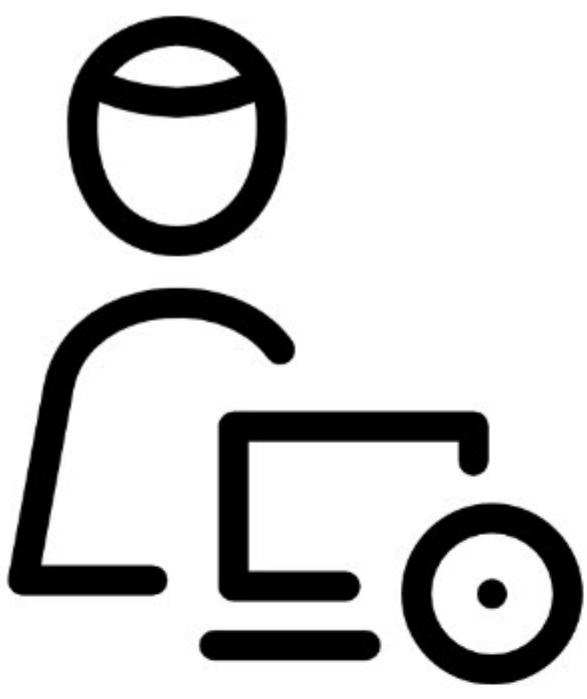


Analytical



Active





"Using regular operating systems always gave me an uncomfortable feeling that I was being watched."

PETE
Software developer
Student

Age: 23
Location: Dublin, Ireland
Tech savvy: advanced

Frustrations

- +Inability to remove uninstalleable apps.
- + Lack of support and additions to ROMs from vendors.

Behavioural considerations

- + He uses both his computer and mobile phone for work, and often, has two profiles on his phone for the same reason.
- + He needs MicroG in his ROM for it to be his truly daily driver.
- + Using regular operating systems always gave him the uncomfortable feeling that he has been watched, it make his really paranoid and he wants his anonymity.
- + He posses only one phone and has previous experience with installing custom ROMs on it.
- + He researches on new technologies via search engines and specialized forums like XDA and Reddit subforums. Furthermore, what he really values in a technology is the philosophy behind the project, and usually he would check the homepage and read there about goals, changes, news.

Digital privacy is:

- + secrecy.

Attitude towards protective measures

- + He protects himself like a pro always but he doesn't feel confident enough.

Perception of risk

- + He feels exposed to threat when online or communicating with others.

Core needs

- +Needs stability and no crashes even when forcing "heavy" use like tasks switching, not closing apps and switching between personal and work profile.
- +Needs security patches and updates regularly with a dedicated changelog on the site and on device, and continued support for updates.
- + Wants customization options for gestures and system navigation.
- + Needs a call and texting anti-spam filter for his phone because of work.

Personality

Extrovert

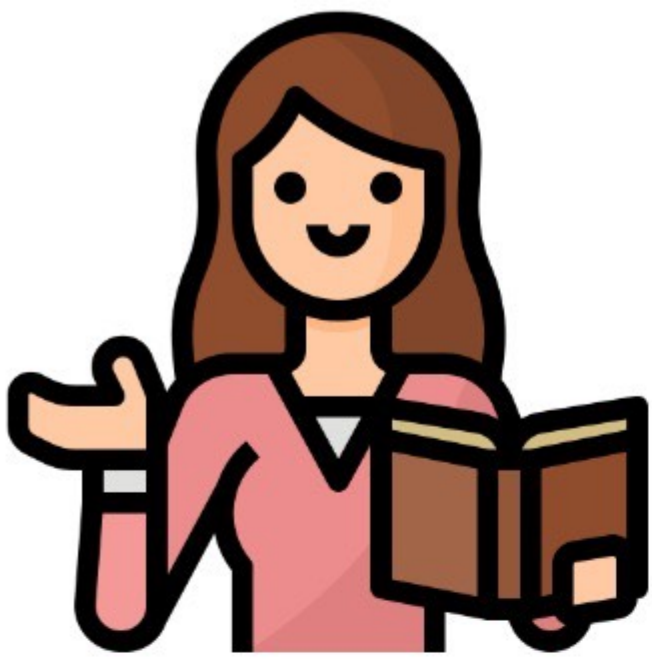


Analytical



Active





"I am going to try but there are certain things that I am not sure about and don't know everything yet. There are so many things that are good idea but how do I know which one to trust?"

ANNA
Teacher
Bachelor degree

Age: 30
Location: Boston, USA
Tech savvy: low

Frustrations

- + Not knowing how to manage custom ROM installation by herself.
- + Lack of enough knowledge to interpret the information she finds online and how to protect herself better in general because of this lack of knowledge.

Behavioural considerations

- + She considers herself a regular person that doesn't have anything to hide but she wants to degoogle herself. She has started recently to read about what companies do with the personal data and she is concerned about that now.
- + She is not involved in the tech community but she wants to learn the basics about digital privacy and security.
- + She mostly relies on recommendations from friends but also reads Reddit subforums and watches YouTube basic videos by tech influencers that she feels she can trust when recommending safe and private technology.
- + She has only one mobile device and she has never installed custom ROMs before. Actually, she got an external help with getting a custom ROM.

Digital privacy is:

- + to have the control over personal data.

Attitude towards protective measures

- + She takes only a few measures but she knows she should do much more.

Perception of risk

- + She does not feel exposed to threat when online or communicating with others.

Core needs

- + Needs recommendations on digital protection from people and reliable tech sources with a decent track record.
- + Needs clear and simple, user-friendly instructions for installation but also troubleshooting during the process.
- + Needs more information about private and secure features and apps.
- + Needs a basic guide on how to protect herself.

Personality

Extrovert



Analytical



Active





"I like to try new things. It's so much fun and a learning curve."

MICHAEL
Industrial designer
Student

Age: 25
Location: London, UK
Tech savvy: intermediate/low

Frustrations

- + Unclear and complicated to use documentation for installation.
- + Websites and tools with an outdated aesthetics.

Behavioural considerations

- + He likes exploring new technologies in his free time occasionally because he is learning new things and it gives him pleasure.
- + He has tried Linux in the past but he is not losing his mind to the extreme going to something completely locked down.
- + He mostly reads Reddit subforums and Twitter, and watches YouTube videos.
- + He has two mobile devices and runs the custom ROM as an experiment for now. He is very selective and likes to play it one step at a time.

Digital privacy is:

- + limited access to the self.

Attitude towards protective measures

- + He takes some measures and he is constantly exploring new ones, and he feels good about this explorative exercise.

Perception of risk

- + He does not feel exposed to threat when online or communicating with others.

Core needs

- + Needs straightforward and easy to use tools.
- + Needs an aesthetic and user-friendly interface.
- + Needs a compatibility with proprietary apps.

Personality

Extrovert 

Analytical 

Active 