

User Persona 1: Average Web User



Abigail Johnson

- 34 years old
- Elementary School Teacher
- Bachelor's Degree in Education
- Intermediate Tech Proficiency

Abigail is concerned with protecting her personal information online. She often finds herself skimming through agreements or skipping them entirely. She prefers to spend minimal time reading and agreeing to website terms. With her busy role as an education professional, Abigail values clear and concise explanations to help her understand what she's agreeing to.

Pain Points

Terms of Service Overwhelming & Lengthy.

Unaware of data collection and use.

Frustrated by unclear cookie consent pop-ups.

User Persona 2: Accessibility Advocate



Keith Smith

- 29 years old
- UX Designer (focus in accessibility)
- Master's in Human-Computer Interaction
- Advanced Tech proficiency

Keith designs accessible interfaces for people with cognitive or physical challenges and is interested in tools that simplify complex content for neurodiverse populations. He is an advocate for simplifying content in the workplace and often tests out online tools to improve accessibility

Pain Points

Terms often ignore WCAG accessibility guidelines.

Dense jargon excludes users with disabilities.

Visual aids missing to simplify terms.



User Persona 3: Privacy-Conscious Parent



Jennifer Ortiz

- 42 years old
- Freelance writer
- High school diploma
- Basic Tech Proficiency

As a mother, Jennifer is concerned with keeping her children safe online by understanding what websites collect and share. She wants easy to understand tools that can guide her through privacy settings and agreement. As of right now she follows parenting forums for advice on online safety, and chooses to avoid certain sites that have unclear data practices.

Pain Points

Concerned about children unknowingly consenting to inappropriate data usage.

Overwhelmed by privacy settings and documents



User Persona 4: Tech Enthusiast



Terry Howard

- 21 years old
- College Student (Comp Sci)
- Undergraduate
- Expert Tech Proficiency

Terry's computer science degree has made him passionate about tech development and user data. He wants to see more transparency in how companies use data, especially with the growth of AI. Terry stays up to date with privacy forums and subreddits about new policies and tools. He also uses browser extensions and privacy tools to block trackers.

Pain Points

Annoyed by opaque data collection practices by major tech companies.

Finds it difficult to compare data policies across platforms.

