

















User Personas and Application Interaction

Abigail Johnson - The Average Web User

-  34 years old, Elementary School Teacher
-  Bachelor's Degree in Education, Intermediate Tech Proficiency
- ****Pain Points****:
 -  Overwhelmed by lengthy Terms of Service (ToS).
 -  Unaware of data collection and usage practices.
 -  Frustrated by unclear cookie consent pop-ups.
- ****How Abigail Uses the Application****:
 -  Relies on the app's ****Info Cards**** for concise explanations of website terms.
 -  Appreciates the ****Letter Grade System**** to quickly understand how safe or invasive a site might be.
 -  Leverages the ****What Now? Articles**** for actionable tips to enhance online safety.

Keith Smith - The Accessibility Advocate

-  29 years old, UX Designer (focus in accessibility)
-  Master's in Human-Computer Interaction, Advanced Tech Proficiency
- ****Pain Points****:
 -  Terms often ignore WCAG accessibility guidelines.
 -  Dense jargon excludes users with disabilities.
 -  Visual aids missing to simplify terms.
- ****How Keith Uses the Application****:
 -  Tests the platform's ****Accessibility Features****, ensuring WCAG standards compliance.
 -  Utilizes the ****Graph Display**** to visually convey data for advocacy.
 -  Values the ****Evaluation Criteria**** for simplifying dense legal jargon.

Jennifer Ortiz - The Privacy-Conscious Parent

- 🧑 42 years old, Freelance Writer
- 🎓 High school diploma, Basic Tech Proficiency
- ****Pain Points****:
 - 😟 Concerned about children unknowingly consenting to inappropriate data usage.
 - 🤯 Overwhelmed by privacy settings and complex ToS documents.
- ****How Jennifer Uses the Application****:
 - 🔍 Uses the ****Search Functionality**** to evaluate websites her children frequently visit.
 - ★ Relies on the ****Platform Evaluation**** tool to align with safety expectations.
 - 📖 Reads the ****What Now? Articles**** for clear guidance on securing her family's digital footprint.

Terry Howard - The Tech Enthusiast

- 🧑 21 years old, College Student (Computer Science)
- 🧑 Undergraduate, Expert Tech Proficiency
- ****Pain Points****:
 - 😡 Annoyed by opaque data collection practices by major tech companies.
 - 🤖 Finds it difficult to compare data policies across platforms.
- ****How Terry Uses the Application****:
 - 🔍 Explores the ****Platform Evaluation**** feature to analyze ToS across platforms and share insights.
 - 🏆 Uses the ****Letter Grade System**** to discuss data practices in tech communities.
 - 📖 Leverages the ****Search Functionality**** to assess compliance with ethical standards.

✨ These personas showcase how diverse users can interact with and benefit from the "Know Your Terms" application.