

Persona



¹Fictional name
Alex

³Age
29

²Education
Master degree in industrial design.

⁴Industry/Role
Academia
Currently PhD candidate

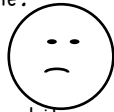


Like

⁵Think about his/her personality.
What does s/he like / what does s/he dislike?

For A., using Spotify was initially satisfying. It allowed him to discover new music — A. is particularly devoted to some of the albums he discovered during that period — as well as being encouraged to improve his knowledge about pop music, spending more time reading articles and listening to podcast, which soon became his primary source of information about new and old music trends. Apart from enjoying discovering and listening new music as a pleasure per se, as self-declared music lover A. sometimes felt a kind of enjoyment in being recognised as the one with strange music taste. For instance by showing very odd and strange pieces of music to a friend, which are sometime a bit too extreme.

Dislike



A. was a bit concerned about the strong focus on teenagers in the Spotify communication, especially in the videos showed by the app before the log in. Moreover, he felt not comfortable being logged in to Spotify with the internet connection active, since he felt as under time pressure. This is mainly due to his natural privacy-related attitude which also includes always logging out from applications after the usage, as well as installing only the most essential apps.

⁶Think about his/her computer literacy
Are there any relevant aspects to consider?

A. has been using computers since he was young. He is a self-learner with a basic background in computer science, which he studied in college.

⁷Think about the devices s/he has been using.
How often? Why? For how long?

He uses regularly many devices such as his smartphone (also to listen music), his laptop. He is using his iPad mainly to read newspapers and magazines he has a subscription with.

⁸Think about his/her privacy attitude. Is s/he...?



Privacy Fundamentalist
Fundamentalists are generally distrustful of organizations that ask for their personal information, worried about the accuracy of computerized information and additional uses made of it [...] They generally choose privacy controls over consumer-service benefits when these compete with each other.

Pragmatic
They weigh the benefits to them of various consumer opportunities and services [...] where consumer matters are involved, they want the opportunity to decide whether to opt out of even non-evaluative uses of their personal information as in compilations of mailing lists.

Unconcerned
The Unconcerned are generally trustful of organizations collecting their personal information, comfortable with existing organizational procedures and uses are ready to forego privacy claims to secure consumer-service benefits or public-order values and not in favor of the enactment of new privacy laws or regulations.

Westin's "General Privacy Concern Index (Kumaraguru & Cranor 2005)

⁹How does this impact with the service he/she is using?

Since A. used Spotify mainly from his mobile device, he naturally adopted the strategy of listening to music only with the device in 'Airplane mode'. He thought that preventing the app to access to the network would have reduced the amount of personal data collected.

He felt not comfortable being logged in to Spotify with the internet connection active, since he felt as under time pressure.

Such behaviour had deep implications in A.'s experience with Spotify. The Spotify app was clearly not designed to be used offline, thus this led toward frequent irritant and unfortunate episodes, such as the pop-up window warning that Spotify is not online which appeared anytime he switched the application from the background to the foreground.