

Age: 21

Occupation: Full time economics undergrad student

Interests:

- 1) Cultural food enthusiast
- 2) Music buff
- 3) Mathematics

Quality:

- 1) Empathetic
- 2) Eccentric

- **What platform would you be more likely to actively use this application?**
 - Computer, because I am among the very few people who does not walk around with their smartphone because of its distraction ability.
 - I would prefer it if it were accessible through the internet so that no downloading is required.
- **Are you concerned about who is using your data?**
 - It really depends on the type of data; if it is my fitness data, I am fine with that being shared with anyone but GPS location data, I don't want that shared at all because I feel like that is an invasion of privacy. Also, I would not like medical information about my medical conditions, medications, doctor visits shared with anyone except those in the healthcare profession.
- **Would you desire to limit what data they can collect?**
 - Absolutely, as mentioned in my previous answer. I don't want medical information or real time GPS locations to be collected. In terms of smart home devices, I don't mind if that information is collected. I have nothing to hide.
- **Would you find it convenient if there was a wallet or would you prefer direct deposit?**
 - I would prefer direct deposit because, I could actually see it go into my actual account rather than fictional money/points.
- **Would you like to track the data that you have already sold?**
 - Yes, but I don't want to constantly updated as to who is using it. Maybe occasional updates but I would definitely like to see a list of all the data I sold.
- **Would you want to have a trending page for data sold?**
 - No, because I feel like a trending page would violate some people's privacy and this view would make me feel like I am using some type of social media when in reality it should be taken more seriously and discretely.
- **How would you want the application to filter recommendations?**
 - Perhaps based on my search criterias. I would only want the application to display data that I choose to see.

- **How would you want to negotiate selling your data?**
→ I can't think of specifics but I wouldn't like a messaging system like Facebook's messenger or even sharing phone numbers. I would picture more as a formal negotiation process which involves electronics forms and agreements.
- **How would you want to negotiate buying data?**
→ Again, I would want to have a formal buyer's agreement detailing the reason for the purchase and to what means will the data be used for. The seller will see this and determine whether to pursue the transaction or halt all proceedings.
- **How would you want us to display the data you have purchased?**
→ I would like it to be present to me in the form of a list, graphs, charts, csv that gives what was purchased, from who and the ability to see more details about said purchase by clicking on it.
- **How would you want us to collect your data?(input, through usage)**
→ I would like it to be through input because I would like to have control over it. The last thing I want is for my data to be secretly collected without my permission or knowledge.

Age: 55

Interests:

- 1) Cooking
- 2) Knitting
- 3) Sewing
- 4) Gardening

Quality:

- 1) Hospitable
- 2) Patient
- 3) Understanding

- **What platform would you be more likely to actively use this application?**
 - Mobile without a doubt
 - Avid mobile user, iOS user
- **Are you concerned about who is using your data?**
 - Yes, I would like to know why and for what my data will be used and definitely by who.
- **Would you desire to limit what data they can collect?**
 - Yes, I would like to have a say on what data is collected. Only data I am comfortable sharing is what I would like to be collected.
- **Would you find it convenient if there was a wallet or would you prefer direct deposit?**
 - I would prefer a wallet just because I would like to choose when I withdraw my money.
- **Would you like to track the data that you have already sold?**
 - Yes, I would simply like to see what I sold and if it's being used appropriately.
- **Would you want to have a trending page for data sold?**
 - No, trending page but perhaps suggestions of data that could be bought or sold.
- **How would you want the application to filter recommendations?**
 - I would like to customize the filter for recommendations
- **How would you want to negotiate selling your data?**
 - I would prefer if only certified registered buyers could access the application or register as buyers.
- **How would you want to negotiate buying data?**
 - I think having a formal agreement would be appropriate for this type of application
- **How would you want us to display the data you have purchased?**
 - I would want it displayed in a way that conforms to the seller's request, meaning only information that the seller want to be displayed will be.
- **How would you want us to collect your data?(input, through usage)**
 - Input data

Age: 25

Interests:

- 1) Fashion
- 2) Chemistry/Biology
- 3) Reality Television

Qualities:

- 1) Meticulous, detailed oriented
- 2) Generous
- 3) Social

- **What platform would you be more likely to actively use this application?**
→ Mobile app
- **Are you concerned about who is using your data?**
→ Yes
- **Would you desire to limit what data they can collect?**
→ Yes, because of privacy concerns and I don't feel comfortable sharing sensitive information
- **Would you find it convenient if there was a wallet or would you prefer direct deposit?**
→ Direct deposit
- **Would you like to track the data that you have already sold?**
→ No, I don't really need specific details besides the total amount of money earned from sales
- **Would you want to have a trending page for data sold?**
→ No
- **How would you want the application to filter recommendations?**
→ I would like it to filter it based on popularity
- **How would you want to negotiate selling your data?**
→ I don't believe data should be negotiated since it belongs to the person who is selling it and they should decide on the price
- **How would you want to negotiate buying data?**
→ I want it to be simple. Set price by seller, Click buy
- **How would you want us to display the data you have purchased?**
→ I would like it to be stored securely and presented in a way that is easy to find and read
- **How would you want us to collect your data?(input, through usage)**
→ Input

Age: 31

Interests:

- 1) Healthcare
- 2) Music
- 3) Technology

Qualities:

- 1) Nurturing
- 2) Enthusiastic
- 3) Critical-thinker

- **What platform would you be more likely to actively use this application?**
→ Mobile app
- **Are you concerned about who is using your data?**
→ Yes
- **Would you desire to limit what data they can collect?**
→ Yes
- **Would you find it convenient if there was a wallet or would you prefer direct deposit?**
→ Wallet, perhaps redeemable for gift cards
- **Would you like to track the data that you have already sold?**
→ Yes, I would like to see this for records
- **Would you want to have a trending page for data sold?**
→ No
- **How would you want the application to filter recommendations?**
→ I would not use a filter for data. I feel like a simple search bar for the data I want would be enough.
- **How would you want to negotiate selling your data?**
→ I want it to be privately negotiated via messages
- **How would you want to negotiate buying data?**
→ For more personal data, I think formally with electronic documents is the way to go.
- **How would you want us to display the data you have purchased?**
→ Simple presentation of all the data I purchased would be best. Perhaps categories depending on the type of data I purchased.
- **How would you want us to collect your data?(input, through usage)**
→ Input because I want control over the data I provide

What platform would you be more likely to actively use this application? →

→ None, honestly. Would most probably be a separate website where I connect my other accounts to if I feel like partaking in this buying/selling.

Are you concerned about who is using your data? →

→ Yes

Would you desire to limit what data they can collect?1 response →

→ Yes

As a seller, would you find it convenient if there was a wallet or would you prefer direct deposit? → →

→ Wallet

Would you like to track the data that you have already sold? →

→ Yes

Would you want to have a trending page for data sold? → →

→ Indifferent. Could help determine what type of data is currently selling, but I have to want to sell that type of data (so potentially of no use to me if it's not what I'm interested in sharing).

How would you want the application to filter recommendations?

→ I guess who I'm selling it to. Some companies I wouldn't mind selling to and others I would never want to sell to.

How would you want to negotiate selling your data? → →

→ Buyer has to be transparent with their needs and list out what they need. I think it everything should be at single data field level. Check boxes checked for data I don't mind selling, unchecked not to be sold. I deem what I'm comfortable sharing based on what the buyer needs basically.

How would you want to negotiate buying data?

→ I think there should be differing prices for different use cases.

Ex: Scientific research/advancement would cost less than those buying it for marketing purposes.

Status as well...Ex: Student vs Company

How would you want us to display the data you have purchased?

→

→ Most probably a purchases page where I can download any of my purchases in an excel file (would be best for data analysis).

How would you want us to collect your data?(input, through usage

→ →

→ Linking accounts from other platforms if I feel like it to this separate new one.

Age: 24

Race: Caucasian

Interests:

- Hockey
- Economics
- Cocaine
- Fitness

Sex: Male

Job: Administrative Coordinator for a Landscaping Company

- **What platform would you be more likely to actively use this application?**
→ Mobile Application. Easy of use
- **Are you concerned about who is using your data?**
→ No, I don't care who's using it or what they're taking as long as I make money
- **Would you desire to limit what data they can collect?**
→ Not, if it limits the amount of money i'll make (minus banking info/trading(only data of mine that's sus) , got to save money yo)
Would you find it convenient if there was a wallet or would you prefer direct deposit?
→ Direct deposit
- **Would you like to track the data that you have already sold?**
→ Yes, I like to keep a record of transactions
- **Would you want to have a trending page for data sold?**
→ Yes, It allows me to analyze better where the current market is at
- **How would you want the application to filter recommendations?**
→ I would like to customize the filter for recommendations
- **How would you want to negotiate selling your data?**
→ I don't want to have to haggle
- **How would you want to negotiate buying data?**
→ Have a set price and allow users to search for it and accept. I don't want to have to pay someone to negotiate with the clients
- **How would you want us to display the data you have purchased?**
→ I would want it too display how much money I made and how time frame they will be using my data
- **How would you want us to collect your data?(input, through usage)**
→ Usage

Age: 21

Race: Vietnamese

Interests:

- Front End Development
- Music
- Baking
- Croissants
- Cookies

Sex: Female

Job: Student/Part time front end developer

- **What platform would you be more likely to actively use this application?**
→ Desktop
- **Are you concerned about who is using your data?**
→ Yes, People are scary
- **Would you desire to limit what data they can collect?**
→ Yes, privacy is an issue
- **Would you find it convenient if there was a wallet or would you prefer direct deposit?**
→ Direct deposit
- **Would you like to track the data that you have already sold?**
→ Yes, I like to keep a record of transactions
- **Would you want to have a trending page for data sold?**
→ Yes, it's a bit weird but understandable
- **How would you want the application to filter recommendations?**
→ I would like to customize the filter for recommendations
 - Categories of data being sold
 - Companies previously used
 - Price
- **How would you want to negotiate selling your data?**
→ I'd prefer a set price that i can simply approve. This should be an app with zero work
- **How would you want to negotiate buying data?**
→ Set a price and people approve
- **How would you want us to display the data you have purchased?**
→ Charts, colors, a view for historical data, list of what they track
- **How would you want us to collect your data?(input, through usage)**
→ Usage

Age: 23

Race: Haitian

Interests:

- Leetcode
- Software
- Music
- Investing

Sex: Male

Job: Student/Full time drug dealer/Full time supervisor

- **Would you want to sell your data?**
→ No
- **What platform would you be more likely to actively use this application?**
→ Desktop
- **Are you concerned about who is using your data?**
→ Yes, I like to know who is using my data
- **Would you desire to limit what data they can collect?**
→ Yes, privacy is an issue. I also don't trust people.
Would you find it convenient if there was a wallet or would you prefer direct deposit?
→ Wallet, I don't want my bank info being known
- **Would you like to track the data that you have already sold?**
→ Yes, I like to keep a record of transactions
- **Would you want to have a trending page for data sold?**
→ Yes, lets you see the market
- **How would you want the application to filter recommendations?**
→ Historic Preferences, Market Data (Highest Bidder to the Lowest)
- **How would you want to negotiate selling your data?**
→ Hagggle, cuz I'm better than most at it
- **How would you want to negotiate buying data?**
→ Hagggle, undercut the uneducated
- **How would you want us to display the data you have purchased?**
→ Charts, GeoLocation, price, .csv files
- **How would you want us to collect your data?(input, through usage)**
→ Usage, ain't nobody got time for that

Age: 25

Race: Caucasian

Interests:

- Hockey
- Sports (cycling)

Sex: Male

Job: Nurse

- **What platform would you be more likely to actively use this application?**
→ Desktop and mobile. More money
- **Are you concerned about who is using your data?**
→ Yes, I want to know who has my info
- **Would you desire to limit what data they can collect?**
→ Yes, I want to be able to not allow all the information to be used
- **Would you find it convenient if there was a wallet or would you prefer direct deposit?**
→ Direct deposit but really whichever would make me more money
- **Would you like to track the data that you have already sold?**
→ Yes, I like to keep a record of transactions
- **Would you want to have a trending page for data sold?**
→ Yes, it's convenient for finding what's being sold right now
- **How would you want the application to filter recommendations?**
→ Type of business collecting data (Finance, Retail)
Price
- **How would you want to negotiate selling your data?**
→ I would want to have the possibility of doing both haggling and a set price
- **How would you want to negotiate buying data?**
→ I would want to have the possibility of doing both haggling and a set price
- **How would you want us to display the data you have purchased?**
→ Be able to view the raw data that's being collected. I can have people in my company make it more presentable
- **How would you want us to collect your data?(input, through usage)**
→ Usage

Age: 18

Race: Caucasian

Sex: Female

Interests:

- Art
- Music
- Sports (Field hockey, soccer, etc)
- Food

Job: Student for a bachelor's in education

- **What platform would you be more likely to actively use this application?**
→ Mobile Application. Easier for constant use
- **Are you concerned about who is using your data?**
→ No, people are using it anyway
- **Would you desire to limit what data they can collect?**
→ Yes, I'd like to protect my privacy
- **Would you find it convenient if there was a wallet or would you prefer direct deposit?**
→ Direct deposit
- **Would you like to track the data that you have already sold?**
→ Yes, I like to keep a record of transactions
- **Would you want to have a trending page for data sold?**
→ Yes, it would make finding good jobs convenient
- **How would you want the application to filter recommendations?**
→ I would like to customize the filter for recommendations
 - Price
 - What data they want
- **How would you want to negotiate selling your data?**
→ Negotiate with a set price to start with
- **How would you want to negotiate buying data?**
→ Negotiate with a set price to start with
- **How would you want us to display the data you have purchased?**
→ charts, common results, easy to read information
- **How would you want us to collect your data?(input, through usage)**
→ Usage

Age: 52

Race: Caucasian

Interests:

- Poetry
- Health
- Cooking
- Fitness

Job: Nurse

- **What platform would you be more likely to actively use this application?**
→ I'm most comfortable with a computer.
- **Are you concerned about who is using your data?**
→ Yes, I would like to know, to what ends, is my data used.
- **Would you desire to limit what data they can collect?**
→ Yes, I want to have control over how much data I give access to.
Would you find it convenient if there was a wallet or would you prefer direct deposit?
→ Direct deposit
- **Would you like to track the data that you have already sold?**
→ No, as long as I can control, what data I give access to, I don't care, what is being sold.
- **Would you want to have a trending page for data sold?**
→ Sure
- **How would you want the application to filter recommendations?**
→ I would like to filter recommendation by type of data
- **How would you want to negotiate selling your data?**
→ I want to negotiate per type of information I give access to
- **How would you want to negotiate buying data?**
→ I want to pay for data that has already been pre-analyzed, and is easy to extract pertinent information from.
- **How would you want us to display the data you have purchased?**
→ I want to have charts and visual graphs
- **How would you want us to collect your data?(input, through usage)**
→ Usage

Age: 26

Race: Caucasian

Interests:

- Formula 1
- Food
- Detective TV Shows

Job: Loblaws Clerk

- **What platform would you be more likely to actively use this application?**
→ Mobile Application.
- **Are you concerned about who is using your data?**
→ Yes, but I don't really care how they use it.
- **Would you desire to limit what data they can collect?**
→ As long as it is not invading I am fine with it.
Would you find it convenient if there was a wallet or would you prefer direct deposit?
→ Direct deposit
- **Would you like to track the data that you have already sold?**
→ No
- **Would you want to have a trending page for data sold?**
→ Sure
- **How would you want the application to filter recommendations?**
→ By most valuable
- **How would you want to negotiate selling your data?**
→ Per quantity
- **How would you want to negotiate buying data?**
→ I'm not in the market to buy.
- **How would you want us to display the data you have purchased?**
→ Like I said, I'm not interested in buying.
- **How would you want us to collect your data?(input, through usage)**
→ Usage

Age: 23

Race: Caucasian

Interests:

- Politics
- Science
- Reading books

Job: Undergrad in Finance

- **What platform would you be more likely to actively use this application?**
→ Mobile Application.
- **Are you concerned about who is using your data?**
→ Yes, I would love full transparency.
- **Would you desire to limit what data they can collect?**
→ I want to sell only data I give explicit permission to.
Would you find it convenient if there was a wallet or would you prefer direct deposit?
→ Direct deposit
- **Would you like to track the data that you have already sold?**
→ Yes, I would love monthly reports
- **Would you want to have a trending page for data sold?**
→ Sure
- **How would you want the application to filter recommendations?**
→ By most valuable
- **How would you want to negotiate selling your data?**
→ Per quantity and quality, I would love to have a bidding platform where I can sell to the highest bidder.
- **How would you want to negotiate buying data?**
→ I'd love to buy per batch size, as I might see an opportunity when working on personal projects.
- **How would you want us to display the data you have purchased?**
→ Excel tables.
- **How would you want us to collect your data?(input, through usage)**
→ Input

Age: 17

Race: Caucasian

Interests:

- Video Games
- Astronomy
- Gym

Job: Pure and Applied (Cegep)

- **What platform would you be more likely to actively use this application?**
→ Mobile Application.
- **Are you concerned about who is using your data?**
→ Nope
- **Would you desire to limit what data they can collect?**
→ Yes.
Would you find it convenient if there was a wallet or would you prefer direct deposit?
→ Direct deposit
- **Would you like to track the data that you have already sold?**
→ Yes, I'd like some sort of history
- **Would you want to have a trending page for data sold?**
→ Yes
- **How would you want the application to filter recommendations?**
→ I want it to filter by type of projects I would be working on
- **How would you want to negotiate selling your data?**
→ Per quantity
- **How would you want to negotiate buying data?**
→ Also quantity
- **How would you want us to display the data you have purchased?**
→ Pre-analyzed
- **How would you want us to collect your data?(input, through usage)**
→ Input

Age: 26

Race: Caucasian

Interests:

- Music
- Video Games
- Long walks on the beach

Job: Biochemistry

- **What platform would you be more likely to actively use this application?**
→ Mobile Application.
- **Are you concerned about who is using your data?**
→ Yes
- **Would you desire to limit what data they can collect?**
→ Yes.
Would you find it convenient if there was a wallet or would you prefer direct deposit?
→ Direct deposit
- **Would you like to track the data that you have already sold?**
→ Yes, I'd like to know who buys my data
- **Would you want to have a trending page for data sold?**
→ That doesn't really bother me, as I would probably use data for specific projects
- **How would you want the application to filter recommendations?**
→ I want it to have good filters such as population demographic etc
- **How would you want to negotiate selling your data?**
→ Per quantity
- **How would you want to negotiate buying data?**
→ Also quantity
- **How would you want us to display the data you have purchased?**
→ I want to be able to analyze it myself
- **How would you want us to collect your data?(input, through usage)**
→ Input