Cloud services are thought of as stable and dependable, but they are also questioned in terms of their intents and

Cloud services & syncing

Various types of media, such as photos, videos and audio files are used extensively on mobile devices but how they are shared varies widely

Cloud services & syncing

File security and backup is very important, but less so is who has the final file

Cloud services & syncing

Cloud services like Google products are easy to use but not necessarily trusted

Cloud services & syncing

P2P is understood as a concept relatively easily but there is some difficulty in imagining actively using it

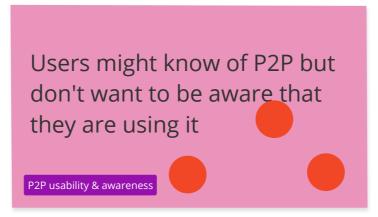
P2P usability & awareness

Battery life is not as important as it used to be

P2P usability & awareness

Single Sign On is viewed as a good thing but how to manage it securely is not a simple thing

Security & identity



Being able to manage files and structure is important to the user and cloud services may not reflect this

Cloud services & syncing



P2P was used extensively in terms of torrents but generally not recently

Cloud services & syncing

The user should know what is going on and notifications should be just enough and not overwhelming

P2P usability & awareness

Identity and its management is understood to be important but is generally thought of as difficult and so many times ignored, even for advanced users

Security & identity

P2P technologies such as IPFS have had a difficult time in mass user adoption

P2P usability & awareness

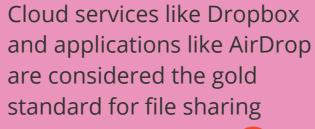


Notifications about syncing



Battery and signal strength are important only generally when lacking

P2P usability & awareness



Cloud services & syncing



Cloud services & syncing

There is a general awareness privacy, but its understanding application are understood differently in different parts of world

Security & identit

Offline-first is a trend that is important but difficult to push forward to mass adoption

P2P usability & awareness



Users might know of P2P but don't want to be aware that they are using it







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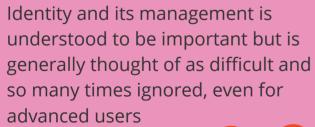
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P2P usability & awareness



Security & identity





P2P technologies such as IPFS have had a difficult time in mass user adoption

P2P usability & awareness





Secondary school teacher

Developer concerned with data security but very busy with his day A late 20-something in the US who now uses Spotify and buys movies on Amazon even though they used to torrea

Activist sending informations from a riot zone

Grandma sending messages to her friends

Office worker on a now remote team

Teenager sharing photos concerned about privacy

people focused on the result and not on the "how"/"why"

most people?

people in countries where there is mass surveillance, censorship, fear in general

mostly developed countries

Young boy sending messages to friends every day, in subway

Student who has to send lots of files

Parent how has to share lots of famly photos with lots of different people

people with existing habits that are afraid of the changes

p2p developers every type of user other than early adopters and

enthusiasts

Digital native with unknown amount of logins

An early 30-something in the US who has their historical files scattered across old hard drives, old laptops, Dropbox, Google Drive with persistent organization scheme

early adopters, curious people, that like to "compare" and needs to have visual alerts showing that it's working

p2p projects CEO/CMO

hobbyist with technical knowledge that uses the computer to organize their music and photos

A late 20-something in the US who uses iCloud to sync photos from their iPhone

A busy tech CEO who has 50+ apps on their phone and turns off notifications for many of the apps

Businessman traveling, in the airport

Journalist working in China

A late 20-something in the US who uses Dropbox to sync photos from their iPhone

A 30-something who used to log in with Facebook, Twitter, and Google login buttons but now just uses email signup for each separate app

Person with long commute, with sporadic shitty expensive internet.

Developer

working remotely

everyday

Health professional needs access Covid news that they can trust.

A developer choosing between IPFS and AWS DynamoDB + S3

project managers managing assets and project documents

technicians needing to manage assets girl working for an NGO which need to share private files worldwide everyday, quickly

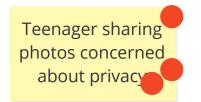
As a photographer, needs

to know can always get my

data back - it won't get lost or deleted.

photographer/design organizing large volumes of project file

work with large files (designer, photog, IT/ops, music, art)



girl working for an NGO
which need to share
private files worldwide
everyday, quickly

Person with long commute, with sporadic shitty expensive internet.

work with large files (designer, photog, IT/ops, music, art)

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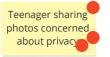
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girl working for an NGO which need to share private files worldwide everyday, quickly Person with long commute, with sporadic shitty expensive internet.

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Being able to manage files

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2P usability & awarenes

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Security & identity

I need a secure way to discover people to share my files with

Keeping track of frequent people to send to

I need a simple interface for controlling access

I need it to work inside the apps I already like using

I want to be sure that my pics are private P2P was used extensively in terms of torrents but generally not recently

Cloud services & syncing

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P2P usability & awarenes:

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P2P usability & awarenes:

Need to know that what I'm doing is legal

I work sometimes in a bad network environment and need to be sure its uploaded

I need a way to encrypt data

know that to know m now in exposed re mode

I need to be able to put things in folders

I need a way to choose who can access data I create/share

I need to know if others can see what I've done.

I don't want to be categorized as "Pirate" or "Activist" at the airport

I want it easy, my team don't have to feel pain migrating to this. (and don't know p2p) Users might know of P2P but don't want to be aware that they are using it

P2P usability & awarene

Being able to manage files and structure is important to the user and cloud services may not reflect this

Cloud services & syncir

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P2P usability & awarene

I need to download a bunch of things at the same time.

I need to not I message I had c lose a connectic since it's harde

need apps to work offline

I need to view and read what I've downloaded.

I need a visual feedback that I'm actually in degraded mode

I need to know how long a transfer will take

i need to know how much bandwidth will be used Users might know of P2P but don't want to be aware that

P2P usability & awarene

they are using it

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Cloud services & syncir

I need to version files (rather than naming them as final final)

I need tags

I need to see files across multiple devices.

I need notifications when a long-running process is done

I need optimized storage and transfer because of my large files

I need multiple views across same set of files.