

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

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

P2P usability & awareness

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

Battery and signal strength are important only generally when lacking

P2P usability & awareness

Cloud services like Dropbox and applications like AirDrop are considered the gold standard for file sharing

Cloud services & syncing

Notifications about syncing and status are seen as very important

Cloud services & syncing

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

Security & identity

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

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P2P usability & awareness

Secondary  
school teacher

Developer concerned  
with data security but  
very busy with his day  
job

A late 20-something in the US  
who now uses Spotify and  
buys movies on Amazon even  
though they used to torrent

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  
no 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

Businessman  
traveling, in the  
airport

Journalist  
working in China

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

Person with long  
commute, with  
sporadic shitty  
expensive internet.

Health professional  
needs access Covid  
news that they can  
trust.

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

Developer  
working remotely  
everyday

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

photographer/designer  
organizing large  
volumes of project files

A developer choosing  
between IPFS and  
AWS DynamoDB + S3

project managers  
managing assets and  
project documents

technicians  
needing to  
manage assets

As a photographer, needs  
to know can always get my  
data back - it won't get lost  
or deleted.

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

Teenager sharing  
photos concerned  
about privacy

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Teenager sharing photos concerned about privacy

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

Keeping track of frequent people to send to

Need to know that what I'm doing is legal

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

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I need a simple interface for controlling access

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

I need to not lose a message I had close a connection since it's hard on mobile

I need apps to work offline

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

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

I need a way to encrypt data so I know that my data is not exposed to anyone else

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

I need tags

I want to be sure that my pics are private

I need to be able to put things in folders

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

I need to see files across multiple devices.

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

I need to know how long a transfer will take

I need notifications when a long-running process is done

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

i need to know how much bandwidth will be used

I need optimized storage and transfer because of my large files

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

I need multiple views across same set of files.

I want it easy, my team don't have to feel pain migrating to this. (and don't know p2p)