# Individual differences around privacy concerns



#### data stream

## too vague

## too revealing

# partner's attention to Lifelines

### too much

## too little

### closeness to home "I'd like to show him my exact location to feel safer" (Mona)

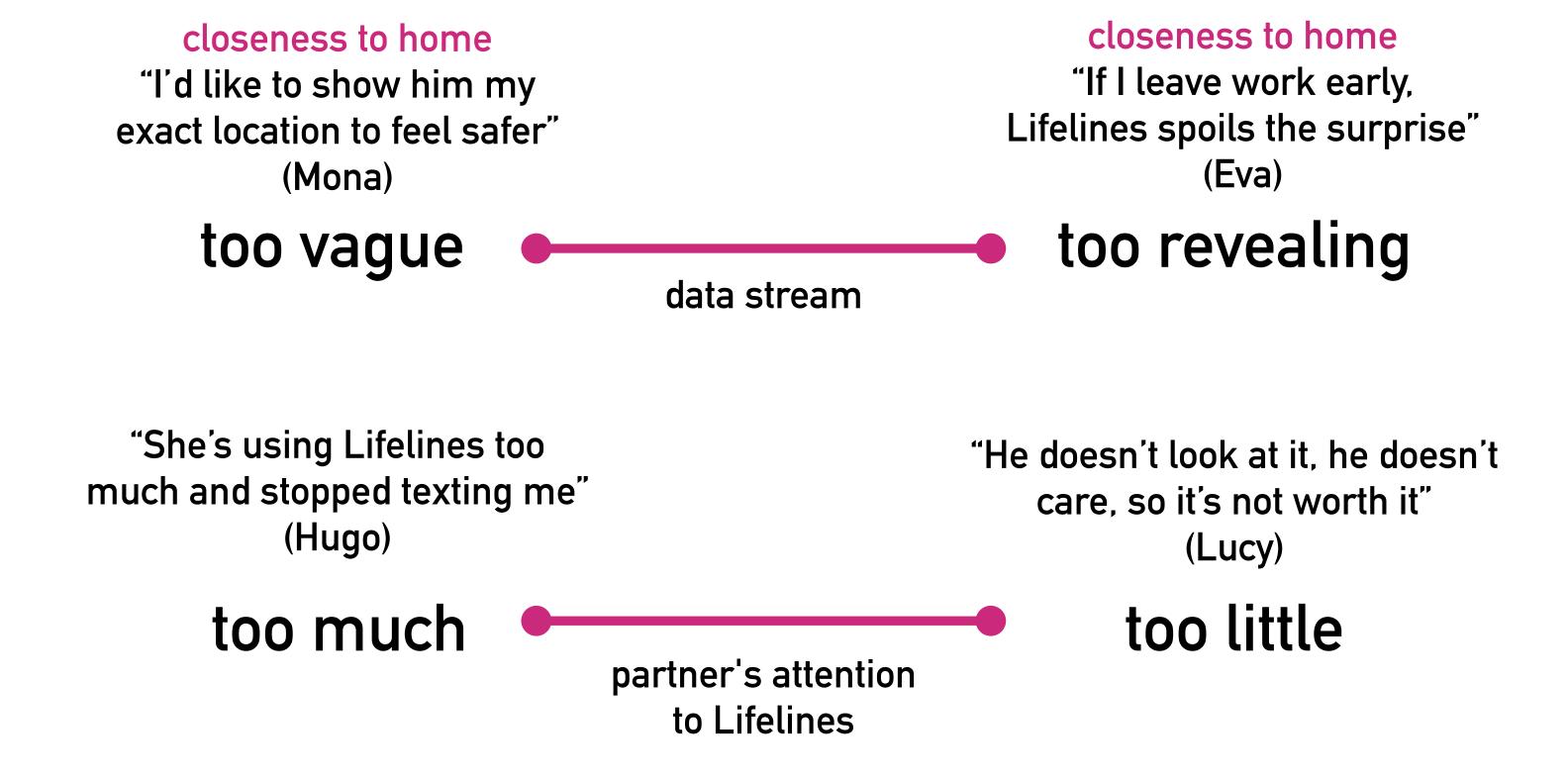
### closeness to home "If I leave work early, Lifelines spoils the surprise"

(Eva)

#### "He doesn't look at it. he doesn't care, so it's not worth it" (Lucy)

"She's using Lifelines too much and stopped texting me" (Hugo)

# Individual differences around privacy concerns



# Opportunities for design

Based on the strong individual differences in **privacy concerns** across couples: how about **customizable levels of persistence**? Some might prefer live, ephemeral visualisations rather than historical, persistent visualisations.

Based on the strong individual differences in what data is meaningful across couples: what if every app had a "context API" for enabling visualisations of more diverse types of contextual data?

Systems sharing contextual information should support plausible deniability to protect user's privacy