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**Individual differences** around **privacy** concerns



datastream

too vague

too revealing



**partner's attention  
to Lifelines**



**toomuch**

too little

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**“I’d like to show him my  
exact location to feel safer”  
(Mona)**

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**“If I leave work early,  
Lifelines spoils the surprise”  
(Eva)**

**“He doesn’t look at it, he doesn’t  
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**(Lucy)**

**“She’s using Lifelines too  
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# Individual differences around privacy concerns

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**too much**

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partner's attention  
to Lifelines

# 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