



# Lola, 29

Paris, France

**Technology is a means to an end, not an end in itself**

## About Lola



Lola is a PhD student at the Sorbonne. Lola likes technology and she harnesses it as a tool to help her achieve more, to open new avenues for information and to help her be more efficient. She gets technology to do things for her.

She uses a PC at home and at the University, she has an mp3 player and a smartphone. For her technologies are useful tools

Lola is partially sighted and relies on assistive technology. She is a competent user who is demanding and impatient when things go wrong.

If something goes wrong, she blames the system, not herself.

## Behaviours

### Learning

She will experiment with new technologies to evaluate them: if it needs a manual it is broken

### Use

Uses many devices to accomplish different things in different places. She will expect to complete the same tasks regardless of context and technology.

Relies heavily on sound

### Sharing

Her sharing is mostly focused on content related to her work, either as documents or part of ongoing discussions. Awareness of changes and new trends/ideas in her field is very important. She automatically signs-up to feeds whenever she can

### Adoption

She may give new application/device the benefit of the doubt once or twice but will abandon them if they are not performing well.

## Why using Ubuntu?



Her university has rolled out Ubuntu so she has been forced to use it

Choosing which OS is not high on her priority list: has her own battles to fight. But: "It's great that someone is trying to compete with Microsoft"

## Why a challenge?

She is skeptical: What is this Ubuntu? Is this a PR stunt?

Less forgiving than advocates: It is not her choice to use Ubuntu, the choice has been made for her

## Life goals



To improve human rights around the world. She wants to become a UN ambassador when she completes her PhD.

In two years from now, Lola will be working for the Council of Europe

## Experience goals



To be independent and in control  
To transcend her impairments  
To challenge herself and achieve ambitious goals

## Social networking profile



### Door

Use social networking sites to be present and available to others

### Social networking suggestions

Ability to organise and group contact lists

Ability to control notification - she can be available only to those she wants at a given moment e.g. fellow students, friends.

Ability to switch off and disable feeds and prompts when she is writing or concentrating on something else.

## Suggestions

### Web

Safe haven for her thesis.

File sharing with her thesis director.

Access to files from any location.

### Desktop

Transparency - so she can do what she needs: it is important that she has no intrusions or interruptions

Control - It should behave the way she expects

Customisation and text and graphics enlargement without breaking

Synchronisation with her other devices

Flawless and reliable assistive technologies



**Celine, 55**  
Chicago, USA

**Now is my time**

## About Celine



Celine is divorced and has two children. Her youngest has just moved out and she sees that as an opportunity to transform her life. She recently invested in a holiday home which she sees as a source of additional income as well as something she can enjoy with friends and family.

Celine is very inquisitive. She loves to discover new things and to experiment. She feels that her life has been sheltered and now she wants to find out what is going on in the world. She is interested in alternative things, but she feels a bit insecure and needs to be reassured that she is doing the right thing.

If something goes wrong, she is more likely to blame herself than the system.

## Behaviours

### Learning

Very eager to learn, but wants to be shown how to do it the right way. She will read instructions and enroll in training. Once she learns she's unlikely to deviate from that path

### Use

She exploring new applications, looking for ways to enhance her life. She likes to find applications and gadgets she can download for free, because she wants to make up her mind about what she needs before investing

### Sharing

At this point, she is rather likely to subscribe to professional mailing lists and ask her friends for personal advice

### Adoption

She doesn't feel technology-competent but is trying to acquire this competence. She will adopt a technology or a device if she feels she can understand it and if it is useful to her.

## Why using Ubuntu?



She heard about it from children, younger friend.

She views Ubuntu as somewhat "uncharted territory".

She strongly believes in cooperation, collaboration and sharing, and she feels Ubuntu embraces these virtues.

Ubuntu taps into her hippy ethos, the concept of "community" excites feelings of familial/social duty.

## Why a challenge?

If there is no one to introduce her to Ubuntu, she won't find it.

She needs to access support she understands.

Celine has great respect for the opinions of experts and people she trusts. If these people belittle Ubuntu, Celine will lose confidence.

## Life goals



Doing everything she ever wanted to do but could not. She wants to expand her identity and redefine her family relationships. In 2 years from now, she will be running her own business.

## Experience goals



Feel capable and in control  
Adventure with confidence

## Social networking profile



### Mirror

Use Social Networking sites to document and watch their lives

### Social networking suggestions

Visibility of how her network contacts who use Ubuntu

Ability to make new friends based on common interests

Easy access to her family contacts across various social networks

Ability to update and monitor her status across multiple networks

## Suggestions

### Web

Access to desktop while traveling

Family of products and applications easy to download

User-friendly, non-technical community forum

### Desktop

Easy access to communication tools

Tutorials, videos, tips and tricks, access to experts

Social networks easy to discover and to monitor

Flawless video and sound for Skype-ing

Task-based categorisation

Specialist software

Easy-to-use business software



# Joseph, 37

Cardiff, UK

I've looked into this and I can tell you it's the right thing to do

## About Joseph



Joseph has a conscience and a small baby and wants to make the world a better place for her. He works as an archeologist. He is concerned with social inequalities, climate change and the impact of globalisation on society and individual economy.

He chooses his tools to support his philosophy and is a strong advocate when a product or tool resonates with him. He is convinced that he has found the right way.

Joseph loves technology and loves being part of an elite group who have knowledge and opinions about technology. He likes educating others, sharing what he has discovered and being one step ahead. He is technically savvy but not a technologist.

## Behaviours

### Learning

Proactive, seeking new devices and products. Experiments to evaluate. He likes to find out how things work. He will deploy a lot of effort in learning something that is not intuitive if the application is intriguing.

When he encounters a difficulty, he looks for solutions and consults forums and even tries to do programming on his own before he asks for help

### Use

Personalises and works with technology. He downloads a wide range of gadgets that do different things

### Sharing

Advocates his ways. Shows and explains what he knows. He likes to discuss on forums and take some leadership online on various topics he feels particularly competent in.

### Adoption

He'll forgive it for not doing little things well, but not for not being exciting. He will give the application/product an honest try if it is original and respects his values

## Why using Ubuntu?



Tinkering with these things is a hobby to him

Tried Ubuntu and Fedora, but chosen Ubuntu; thinks we are doing a good job

Into the ideals and the brand: likes how using Ubuntu reflects on him

## Why a challenge?

Needs to give them stories to tell

Lack of awareness of the support options

Challenge to use Ubuntu as his main computer

## Life goals



Have an alternative lifestyle and fight for the common good

Think about the global impact of his actions

Have a personal view and philosophy AND to act on it

Evangelise, to wake people up to what he thinks is right

In two years from now, Joseph will find a rare historical site and start on a dig that will bring him fame.

## Experience goals



Feel like a revolutionary and a pioneer

Feel part of an elite and progressive group

Customise and retool. Likes DIY

Be delighted and intrigued

## Social networking profile



### Room

Use Social Networking Sites for entertainment to play and chat

### Social networking suggestions

Access to social networking features across all relevant application

## Suggestions

### Web

Syncing and file sharing

More accessible, less-technical forums

Insight into features coming up in the next release

### Desktop

Include innovative, unique features with wow-factor.

Personalisation and customisation

Flawless syncing with other devices

Seek participation in Ubuntu's growth: e.g. reporting bugs without logging into Launchpad



# Federico, 14

Sao Paulo, Brazil

**My music and my friends are all that matters**

## About Federico



Federico lives in Sao Paulo. He dreams about being a musician and traveling the world. He lives in the moment and tends to have his life shaped by what his friends are doing

He often sits at his computer for hours to work on his music and shares his songs with friends. He invests a lot of energy in making sure he is popular and important in his circle of friends

He likes technology because it allows him to look cool and get everyone's attention and do many activities at once

## Behaviours

### Learning

Federico learns what he needs to know at the time he wants to use it. He experiments with technologies and finds them quite intuitive most of the time. He spends time mastering something difficult if the result is useful and he can see what it can do before hand.

### Use

He wants to be able to do what his friends can do, especially in a public view. Downloads, installs, and trials applications he finds on the web. He is heavily into multimedia.

Awareness is paramount to him: he needs to know about current trends, especially music, but also of local events and who's doing what

### Sharing

Share music, monitor what other musicians are doing and maintain a conversation with them. Follows his idol's blogs and networking sites

### Adoption

He goes for cool and makes sure he has what others are using

## Why using Ubuntu?



Can install loads of music-making software for free

Dual boots so he can still play his games in Windows

## Why a challenge?

We want him to become an advocate

We don't want him to delete Ubuntu and install Windows 7

He might give in to peer pressure: "I want to have what my friend's have" He might give in to peer pressure: "I want to have what my friend's have"

## Life goals



Be popular and socially busy

Privacy, ownership of computer and personal space

Freedom and empowerment. He is frustrated that he doesn't have decision power and he is still ruled by his parents

To know everything about music and travel the world as a musician

In two years from now, Federico will be leading his own band and winning a national award

## Experience goals



Control and privacy

Speed and ability to switch from one thing to another quickly and instant reward

Connectedness, leadership and innovation

## Social networking profile



### Room

Use Social Networking Sites for entertainment to play and chat

### Social networking suggestions

Constant access and feeds from all his active networks

Blog

## Suggestions

### Web

File sharing

Private storage of his personal stuff

Forums to find out how to make his music software perform better

### Desktop

Multimedia

Easy switching between multiple applications and profiles

Privacy and security to keep his stuff from his little sister's prying eyes

Easy access to alternative music software

Chat



# Mikhail, 26

Sofia, Bulgaria

I feel part of something amazing

## About Mikhail



Mikhail works as sysadmin at the main Bulgarian telecommunications company. He has managed to get his boss to install Ubuntu on some servers and this adds interest to his job. His real passion is being part of the Ubuntu community and contributing to the OS because he feels part of something important. He gets involved in discussions, has committed a couple of patches of code and has attended UDS in the past. Part of his gratification is to be in constant dialog with peers who understand him and provide inspiration to his efforts. Launchpad karma and standing in the community are very important to him.

He's a perfectionist and enjoys clear rules and thrives on the beauty of mathematical logic. He hates when things are dumbed-down. He started to write code because bad software bugs him. He wants to design software that meets his needs and vision.

## Behaviours

### Learning

He learns by being attracted to a problem and being inspired in making something better. He takes applications apart and rebuilds them

### Use

Uses the Terminal window to do everything. He commits code, writes in mailing lists, logs bugs and comments on Launchpad, installs alfa and beta versions to test and feedback. He is challenged by problem and likes to work on bugs

### Sharing

He evangelises about the virtues of Ubuntu from a technical perspective and installs Ubuntu on friends' machines with a promise that he will provide expert support

### Adoption

He uses Ubuntu because he is able to modify and better what he uses. He is intolerant of bad code and being imposed a way to work though tool.

## Why using Ubuntu?



Started using Debian, then Fedora, then Ubuntu, then Arc. But went back to Ubuntu because he can contribute

The culture makes it fun to be a part of the community

Transparent community: You can take responsibility for your own things

## Why a challenge?

In order for Ubuntu to achieve ubiquity, it will need to change

Need to feel ownership

## Life goals



Make the world a better place with OpenSource

Be recognized for his programming - build a reputation amongst his peers

Participate in something significant and important

In two years from now, Mikhail will be a master of the universe

## Experience goals



Feel passion for his work and be motivated

Make a difference and have an impact on the desktop

Lead change

## Social networking profile



### Room

Use Social Networking Sites for entertainment to play and chat

### Social networking suggestions

Improved IRC clients

## Suggestions

### Web

Improved workflow and interaction in Launchpad

Access to blogs to know what Canonical is doing and thinking

Access to business reasons for Ubuntu adoption and supporting services so he can evangelise

Public recognition for his efforts

### Desktop

Allow him to continue working in the way he prefers whilst supporting new types of users. (Terminal and keyboard)

Launchpad on the desktop

Networking within the Ubuntu community: around themes, issues and topics of interest

Access to software archives