PRACTITIONER PORTRAITS AND SUMMARY CARDS

This set of practitioner cards is grounded in the personalities, realities and anecdotes of the actual participants of a qualitative study on sharing, archiving abd backupping practices for digital belongings (Helsinki 2007). It can be used in service evaluation, product development and ideation.

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Saara

Private entrepreneur with a passion for social media

Saara is a private entrepreneur from Sipoo, working in the Helsinki metropolitan area. She is in her thirties and her family consists of a husband and two dogs. Her work is related to cosmetics.

Saara is an active blogger writing to at least three blogs: the first deals with personal stuff, the second one with work related stuff and the third with her dogs. She takes a lot of photos with her two digital cameras.

Digital Ecosystem Map No. 1

Sharing

Archiving and sharing data at home

Saara has two laptops that she uses. One is referred to as "media center" and the other as her "sofa machine". She often needs to transfer material from one to the other.

Saara also has a big collection of pictures of her dog that are scattered in different places. She publishes some of them in one of her three blogs, the one dedicated to the dog's development. The photos are first uploaded to an online image sharing site from where she links them to her blog.

Mari

Web editor curious to try out new services

Mari is 34 years old and lives in Arabianranta region with her husband. She works as a web editor. Her work includes also teaching IT to senior citizens. Her favorite hobby is diving. She travels a lot and enjoys taking photographs.

Mari has tried out several digital services, both commercial and free. Her attitude towards most services is healthily critical – some services have not functioned the way she expected. She is however also positive and curious about new services – she likes to try them out and uses them if they are effortless enough to set up and use.
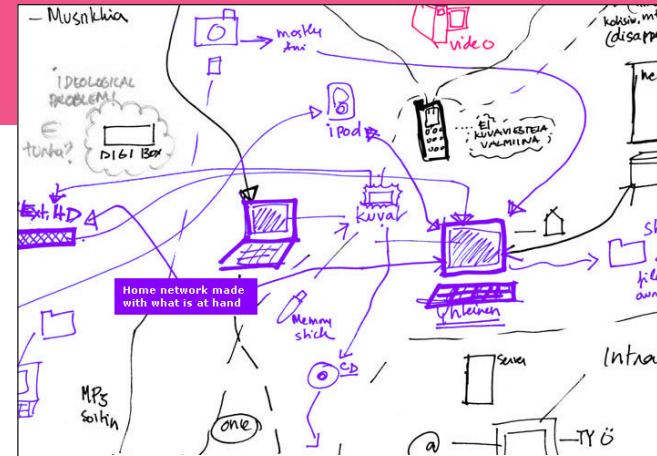
Digital Ecosystem Map No. 2

Sharing

Home network made with what is at hand

Mari uses various strategies and a combination of tools to share pictures. She often needs to move them from one computer to another, for her own and her husband's use. She also likes to share her holiday pictures with friends. She burns CDs and gives them to them. Sometimes she sends them by e-mail, and she has even asked her husband to put them on his workplace intranet.

Mikko

An artist who is creative also in the use of digital media

Mikko is an artist working as a freelancer. He is also a PhD student at University of Art and Design Helsinki. He lives in Turku with his family and visits Helsinki once a week. Mikko does most of his work with his laptop.

Mikko's use of digital media is characterised by ad hoc creativity and inventiveness – he is able to achieve his goals with whatever is at hand.

Digital Ecosystem Map No. 3

Sharing

Sharing confidential data

Mikko often needs to send examples of his work to gallery owners. For that, he has adopted the following system: he saves image files of his works as PDFs that are password protected. He then uploads these files to his university server and sends both the URL and the passwords by e-mail to the selected people he wants to share his work with.

Petteri

Free services heavyuser & digital media expert

Petteri is in his thirties and lives in Arabianranta with his wife and child. He is a professional in the field of digital media. He teaches, programs and designs for living. He is also an avid musician – he composes music and plays in a band.

Petteri's digital ecosystem is well thought out and structured both at home and at work. His digital media usage is characterized by heavy free and open source programs and services usage.

Digital Ecosystem Map No. 4

Archiving

Home computer as the central archive

Petteri's home computer is shared by him and his wife and maybe soon by their young child. This computer contains all that is important: photos, documents, e-mail archives even since before 1994, his own music and his band's music, video clips and more...

Ville

A young virtual active

Ville is a 26-year-old student with an outgoing and social personality. He lives in Espoo in a student apartment. He uses several social media services and is interested in web content producing. He plays massive multiplayer online role playing games when he has time.

Ville is currently planning to travel to Siberia for two months with his friends. They plan to document the journey with the help of several digital media devices and services – there will be a blog and a website, with photos, videos and written content. They hope to produce material which they could publish also via other than web media.
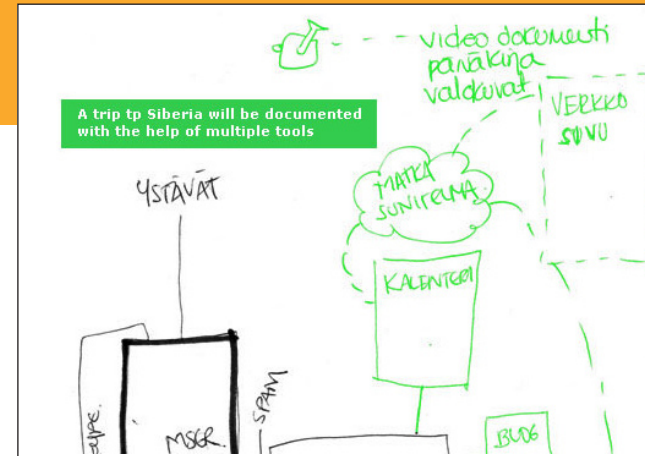
Digital Ecosystem Map No. 5

Sharing

Using common platforms with friends

Ville and his friends are planning to go on a trip to Siberia. They'd like to share their diaries, pictures and video material in one common place and publish some of it. Ville has previously used a shared web photo album that a friend of his had set up, where they all shared pictures and published them. The only problem was that they realized some of their best pictures had spread over the web!