

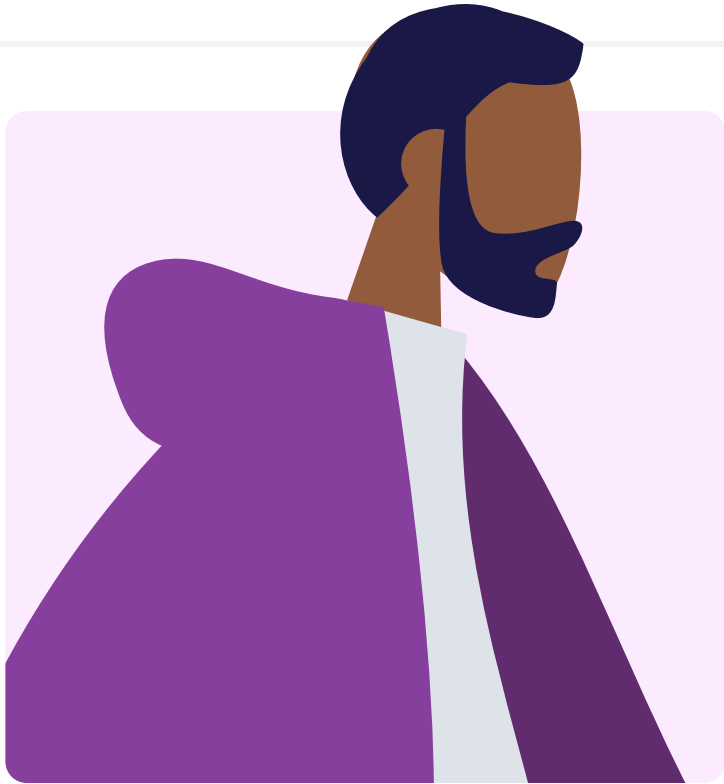
Jelani

Aleisha

Fernanda

Fatima

Alex



Jelani

The human rights defender

Jelani lives in Kampala, Uganda. He works for a human rights organisation, publishing the stories of LGBTQ+ people who live in fear of their sexuality or gender identity being discovered and the discrimination that follows.

Anonymity is paramount for Jelani and the LGBTQ+ community in Uganda. The government have repeatedly sought extreme penalties for homosexuality, and newspapers have publically outed members of the LGBTQ+ community in the past – leading to violent and brutal homophobic attacks often perpetrated by the authorities themselves.

Pronouns

 He/Him

Role

 LGBTQ+ activist

Location

 Uganda

Languages

 Luganda

 English & French

Motivation

 Jelani wants to minimise his risk of arrest from collating and publishing LGBTQ+ information in his home country.

Pain points

 Jelani lacks the technical knowledge to differentiate trustworthy apps from others.

 Low bandwidth and unreliable power make it difficult for Jelani to download Tor Browser.

 Jelani's ISP blocks public relays, however a default bridge works instead.

 Jelani is suspicious of being tracked, even when using Tor Browser.

Risk level

   HIGH

Trust level

   LOW

Technical proficiency

   NOVICE

Income

   LOW

Bandwidth

     VERY LOW

Censorship

 Tor partially blocked

Devices

 Android device

 Windows computer

Jelani

Aleisha

Fernanda

Fatima

Alex

Discovering the need
for privacy tools

Awarness

Researching
privacy tools

Awarness

Finding
Tor Browser

Education

Downloading Tor
Browser

Engagement

Installing Tor
Browser

Education

Connecting
to Tor

Education

Browsing
through Tor

Engagement



Positive



I want to...

Find the official website for
Tor Browser

So I can...

Learn more about Tor
Browser.

I want to...

Install Tor Browser from a pen
drive

So I can...

Start browsing anonymously.



Meh



I want to...

Document and publish
stories on LGBTQ+
anonymously

So I can...

Avoid prosecution.

I want to...

Find the best software to
anonymise my internet use

So I can...

Feel as secure as possible in
my choice of privacy tools.

I want to...

Connect via a bridge

So I can...

Circumvent my ISP blocking
the Tor Network.

I want to...

Be reassured that my session
is private

So I can...

Browse the internet without
fear of surveillance.



Negative



I want to...

Download Tor Browser once
for all colleagues

So I can...

Minimise the difficulty
downloading the bundle.

Jelani

Aleisha

Fernanda

Fatima

Alex



Aleisha

The privacy looker

Aleisha's husband knows her phone's passcode and has access to all of her social media accounts, her bank account and tracks her location too. He often demands her phone to check her messages and browsing history, and should he discover anything he does not like he becomes verbally abusive and violent.

Pronouns

 She/Her

Role

 Domestic abuse survivor

Location

 Russia

Languages

L1 Russian

L2 N/A

Motivation

 Aleisha wants to find help and support for her situation without her browsing activity being discovered by her abusive partner.

Pain points

-  Aleisha is at particularly high risk with each action she takes prior to using Tor Browser.
-  Russia's censorship of VPNs frustrates her ability to find out more about Tor Browser.
-  Aleisha would prefer to browse on her phone, but discovers there's no official iOS app.
-  Public relays are blocked, and Aleisha struggles to enter a bridge manually.
-  Aleisha has not been able to connect to the Tor Network, and abandons Tor Browser.

Risk level

   MODERATE

Trust level

   MODERATE

Technical proficiency

   NOVICE

Income

   LOW

Bandwidth

     HIGH

Censorship

 Tor completely blocked

Devices

 iOS device
 Windows computer

Jelani

Aleisha

Fernanda

Fatima

Alex

Discovering the need
for privacy tools

Awarness

Researching
privacy tools

Awarness

Finding
Tor Browser

Education

Downloading Tor
Browser

Engagement

Installing Tor
Browser

Education

Connecting
to Tor

Education

Browsing
through Tor

Engagement



Positive



I want to...

Find Onion Browser on the
App Store

So I can...

Install Onion Browser on my
iPhone.

I want to...

Install Onoin Browser for
iPhone

So I can...

Start browsing the internet
without my history being
tracked.



Meh



I want to...

Find software that can
circumvent Russia's
censorship

So I can...

Download and install privacy
software with minimal
technical knowledge.



Negative



I want to...

Hide my browsing activity

So I can...

Look for help without fear of
being discovered by my
partner.

I want to...

Find an unofficial site for Tor
Browser

So I can...

Bypass Russia's censorship of
Tor's website.

I want to...

Connect via a bridge

So I can...

Circumvent Russia censorship
of the Tor Network.

I want to...

N/A

So I can...

N/A

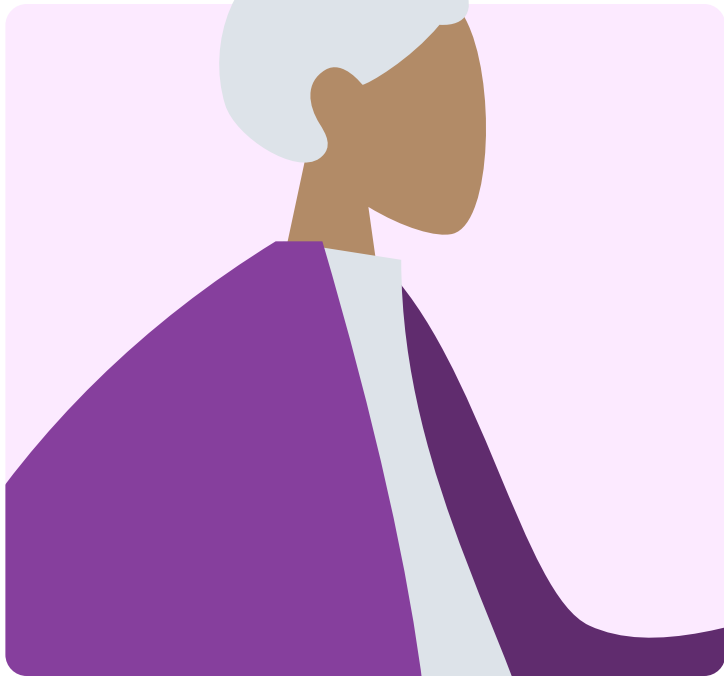
Jelani

Aleisha

Fernanda

Fatima

Alex



Fernanda

The feminist activist

Fernanda runs a women’s collective focused on reproductive rights in Colombia, where abortion is illegal except in extreme circumstances. Fernanda and her colleagues want to build a website with information about abortion access, birth control, and other resources for people seeking reproductive information. However if this website were linked back to them they may be arrested – or worse.

Fernanda has heard that a Tor onion service will not only protect them from being discovered on the server, but will help protect visitors to their website too by requiring that they use the Tor Browser. In fact, Fernanda plans on using Tor Browser for all her web browsing, just to be on the safe side.

Pronouns

 She/Her

Role

 Women's rights activist

Location

 Colombia

Languages

 Spanish

 English

Motivation

 Fernanda wants to be able to access and publish outreach material on proscribed topics without fear of surveillance and arrest.

Pain points

 Setting up an onion service is an intimidating task, and looks complex.

 Fernanda is at risk of arrest if her online activism is discovered.

Risk level

   MODERATE

Trust level

   MODERATE

Technical proficiency

   ADVANCED

Income

   MODERATE

Bandwidth

     AVERAGE

Censorship

 Tor completely blocked

Devices

 Android device

 Windows computer

Jelani

Aleisha

Fernanda

Fatima

Alex

Discovering the need
for privacy tools

Researching
privacy tools

Finding
Tor Browser

Downloading Tor
Browser

Installing Tor
Browser

Connecting
to Tor

Browsing
through Tor

Awariness

Awariness

Education

Engagement

Education

Education

Engagement



Positive

I want to...

Find the best method to
publish my material

So I can...

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Praesent id blandit mi.

I want to...

Download Tor Browser for
Windows

So I can...

Install it on my laptop.

I want to...

Install Tor Browser on
Windows

So I can...

Create and distribute
outreach material.

I want to...

Connect to the Tor Network
automatically

So I can...

Start browsing anonymously



Meh

I want to...

Access and distribute
outreach material
anonymously

So I can...

Do so without fear of
surveillance.

I want to...

Use Tor Browser as my
primary browser.

So I can...

Protect all my browsing
activity.



Negative

I want to...

Find the official website for
Tor Browser

So I can...

Learn more about Onion
services.

Jelani

Aleisha

Fernanda

Fatima

Alex



Fatima

The censored user

Internet censorship in Egypt has expanded under the current administration, which has blocked access to hundreds of websites – the majority of which belong to news and media outlets. Moreover journalists, activists and bloggers are at risk of indefinite detention for their investigations and reporting.

This not only makes Fatima's job as a political researcher more difficult, but places her own freedom in danger too. Fatima has used VPNs in the past to bypass censors, however as the state expands its surveillance apparatus she's learned of the risk of being identified despite her VPN use, and that Tor can better protect her anonymity instead.

Pronouns

 She/Her

Role

 Political researcher

Location

 Egypt

Languages

L1 Arabic

L2 English

Motivation

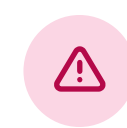
 Fatima wants to bypass state censorship in order to conduct her political research, while minimising her risk of discovery and arrest.

Pain points

 Heavy censorship make it difficult to ascertain which tools will work best in Egypt.

 Fatima needs to use Gettor to download the Tor Browser Bundle instead.

 The Tor Network is blocked, but Fatimah is confident she can configure a bridge manually.

 Fatima is at high risk even when using Tor owing to the political nature of her research.

Risk level

   HIGH

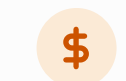
Trust level

   HIGH

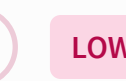
Technical proficiency

   POWER USER

Income

   MODERATE

Bandwidth

     LOW

Censorship

 Tor completely blocked

Devices

 Android device

 Linux computer

Jelani

Aleisha

Fernanda

Fatima

Alex

Discovering the need
for privacy tools

Researching
privacy tools

Finding
Tor Browser

Downloading Tor
Browser

Installing Tor
Browser

Connecting
to Tor

Browsing
through Tor

Awariness

Awariness

Education

Engagement

Education

Education

Engagement



Positive



I want to...

Install Tor Browser on Linux

So I can...

Start browsing anonymously.



Meh



I want to...

Anonymise my browsing and
bypass state censorship.

So I can...

Conduct political research
without fear of arrest.



I want to...

Email gettor@torproject.org

So I can...

Download the Tor Browser
Bundle for Linux.



I want to...

Manually enter a bridge's
details

So I can...

Connect via a bridge and
circumvent Egypt's
censorship.



I want to...

Browse as safely as possible

So I can...

Protect myself from political
persecution.



Negative



I want to...

Better understand Tor
Browser's technical
limitations

So I can...

As informed and protected as
possible.



I want to...

Find information on Tor
Browser through other
channels.

So I can...

Bypass Egypt's censorship of
Tor's website.

Jelani

Aleisha

Fernanda

Fatima

Alex



Alex

The fearless journalist

Alex has recently read reports of leaked Government watchlists of journalists and activists reporting on topics like state surveillance and immigration. Alex has a duty to protect their sources, and takes the risk of their identification very seriously.

Alex already uses Signal to communicate with their sources and Onion Share to securely receive files and other information. On top of this they’ve learned about Tor Browser at a recent security workshop, and plan on using it for all work-related activities. However Alex continues to use a less secure browser for leisurely browsing, and as a consequence need to adapt their behaviour as they move between each.

Pronouns

 They/Them

Role

 Journalist

Location

 United States

Languages

L1 English

L2 N/A

Motivation

 Alex wants to be able to browse, chat and receive leaks securely without compromising their sources.

Pain points

 Alex is nervous about recent reports of Government "lists" of journalists and activists.

 Alex splits their browsing activity across two browsers, each requiring different practices.

 Captcha validation makes their browsing painful and annoying.

Risk level

   LOW

Trust level

   HIGH

Technical proficiency

   ADVANCED

Income

   HIGH

Bandwidth

     VERY HIGH

Censorship

 Tor unrestricted

Devices

 iOS device

 MacBook

Jelani

Aleisha

Fernanda

Fatima

Alex

Discovering the need
for privacy tools

Researching
privacy tools

Finding
Tor Browser

Downloading Tor
Browser

Installing Tor
Browser

Connecting
to Tor

Browsing
through Tor

Awariness

Awariness

Education

Engagement

Education

Education

Engagement



Positive

I want to...

Find the best browser to
complement Onion Share
and Signal

So I can...

View sensitive information
securely.

I want to...

Find the official website for
Tor Browser

So I can...

Learn more about Tor
Browser.

I want to...

Download the Tor Browser
bundle for MacOS

So I can...

Install it on my MacBook.

I want to...

Install Tor Browser on my
MacBook

So I can...

View confidential documents
sources send me.

I want to...

Connect to the Tor Network
automatically

So I can...

Start browsing without any
difficult setup.



Meh

I want to...

Browse and message sources
securely

So I can...

Chat to a source without
exposing them or our
conversation.



Negative



I want to...

Use Tor like any other
browser.

So I can...

Browse securely without
learning new habits.