

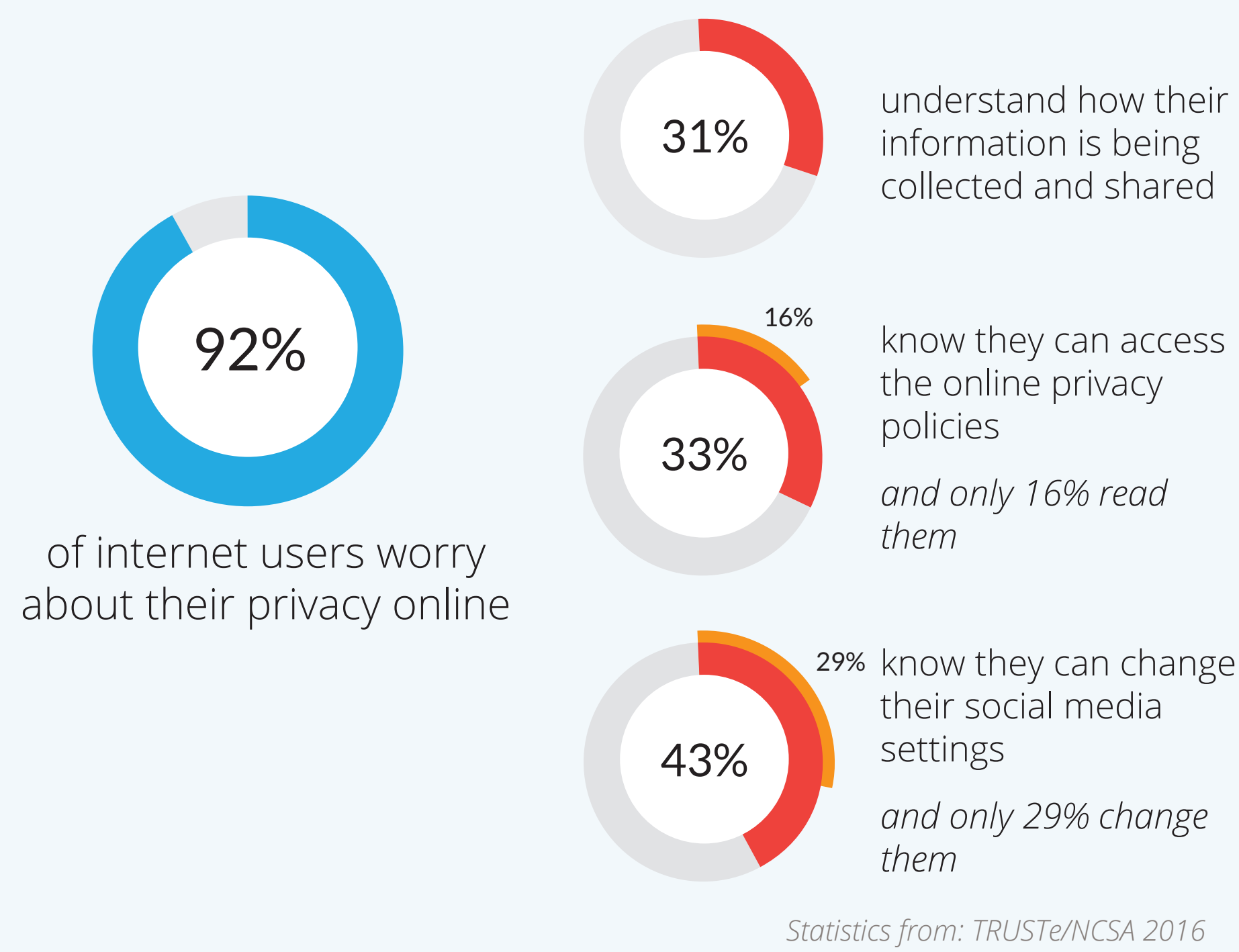
# Empowering users to understand their online privacy rights and choices through an interactive social media sign-up process.

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## The problem(s)



What is causing the disconnect between what users value (online privacy) and how users behave?

- **Accessibility** — Policies are not easy to find
- **Readability** — Policies are dense with bad information design; not written in language of user
- **Time** — Users would need to spend 250+ hours a year to read all of the privacy policies and agreements they encounter
- **Motivation** — Users feel that sacrificing their online privacy is the price they must pay to participate

## Study goals

- **Understand** user attitudes toward and current interaction with privacy policies, specifically for social media accounts
- **Re-design** the sign-up process for a social media account to encourage more engagement with the privacy policy terms and empower the user to make choices about their data protection
- **Evaluate** this new design through usability testing

## User experience re-design

### Users care about?

Provide easy access to the information most users care about. Help users spend less time searching for information.

Users want to know:

- Do I have control of my data settings?
- What information do you collect?
- How do you use my information?
- How do you share my information?
- Who owns my content?

### Choices

- Provide easy access to the choices the user can make
- Allow the user choices about how they interact with a company's services
- Tell users the effects their choices may have on their interaction with the service.

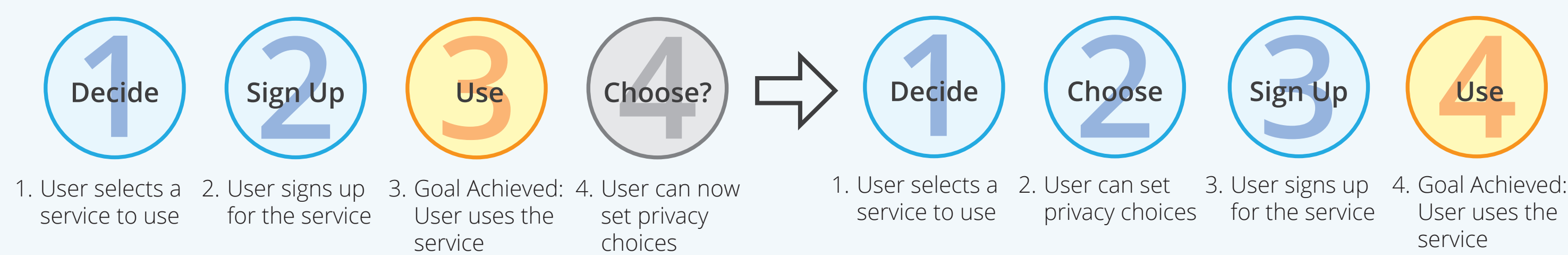
### Readability

Design the information for how users read on the web. Use:

- Short paragraphs
- Bullet points
- Images and "texture"
- Clear headings and sub-headings
- The language of the user, not the expert.

## Put it in the workflow

Users are unlikely to seek out additional actions once the goal action (using a service) is reached.



## Usability Study

### Scenario and Tasks

#### Traditional Policy Design Scenario

You are an avid traveller looking for a social media platform specifically for travelers. You want a platform that provides you inspiration or suggestions for future trips and also lets you post about your own trips for others to see. You have found 2 apps that suit both of your needs: Trover and Cool Cousin.

#### Task 1

- **Decide between these two platforms.** Explore the sites and find any information you would normally use to make this choice.
- **Once you have made your selection, sign up for an account.** Do not enter a password or complete the registration process.

#### Task 2

- **Find the answers to the following questions on this website:**
  - What information does this company collect about you?
  - How do they use it?
  - How does this company share your information?
  - What things are you not allowed to post?
  - Who owns the content you post on this site?
  - What, if any, license does this company have to your information?

#### Re-design Prototype Scenario

You have researched and chosen to sign up for a social media service called Traverse and are ready to sign up for an account.

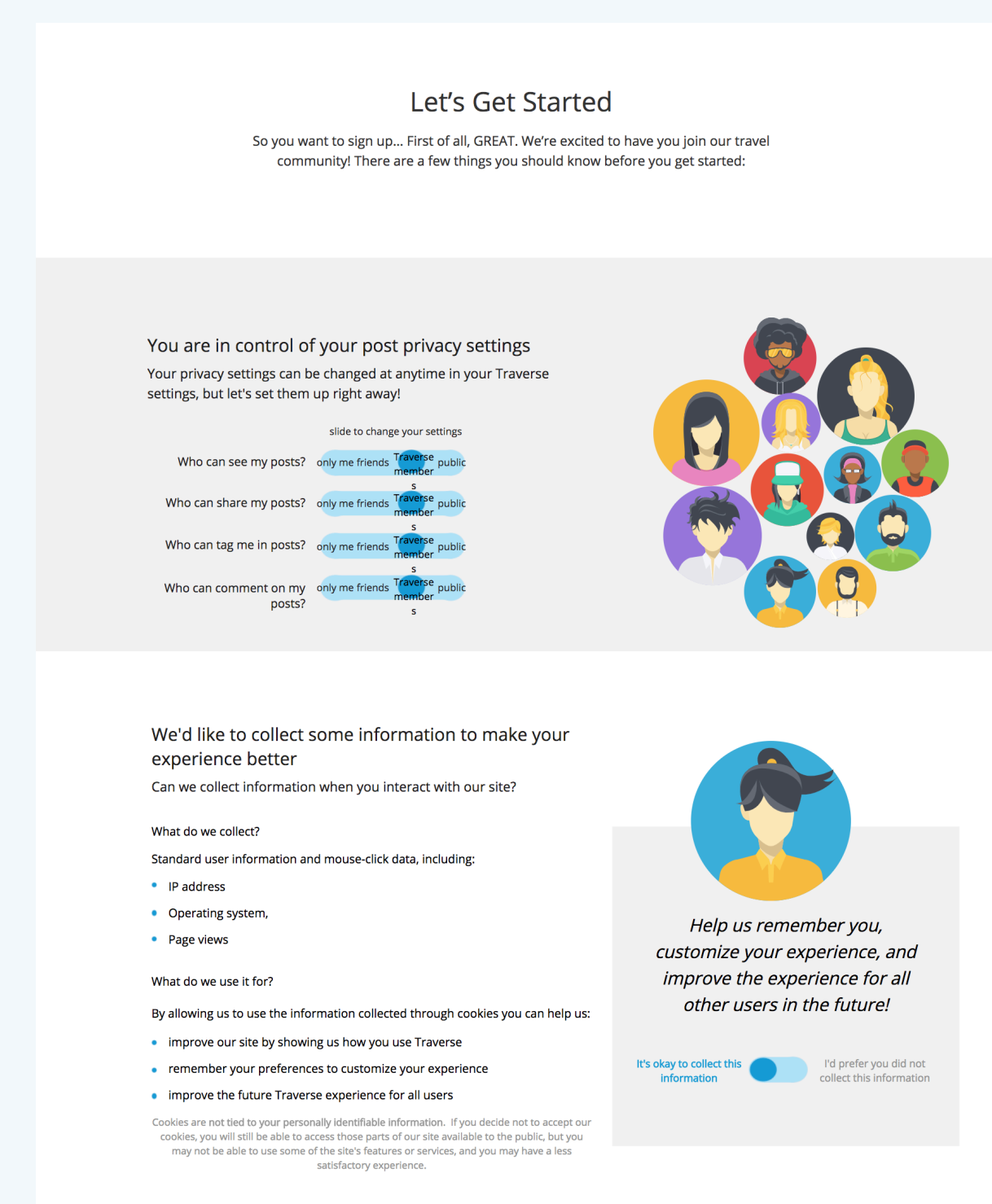
#### Task 1

- **Sign up for an account.**

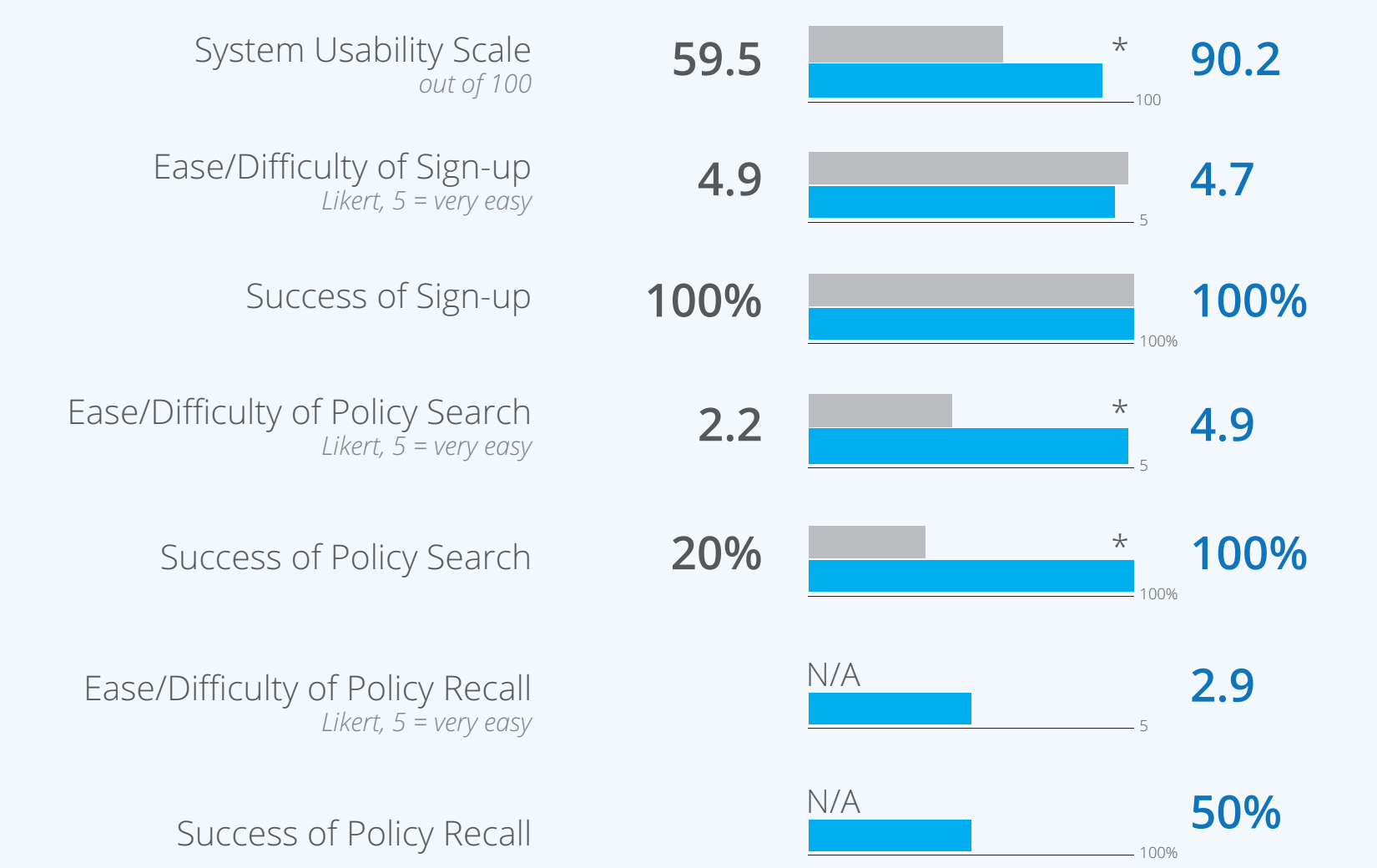
#### Task 2

- **Recall the answers to the following questions from the sign-up process:**
  - What information does this company collect about you?
  - How do they use it?
  - How does this company share your information?
  - What things are you not allowed to post?
  - Who owns the content you post on this site?
  - What, if any, license does this company have to your information?

## Prototype



## Results



## Attitude comparison

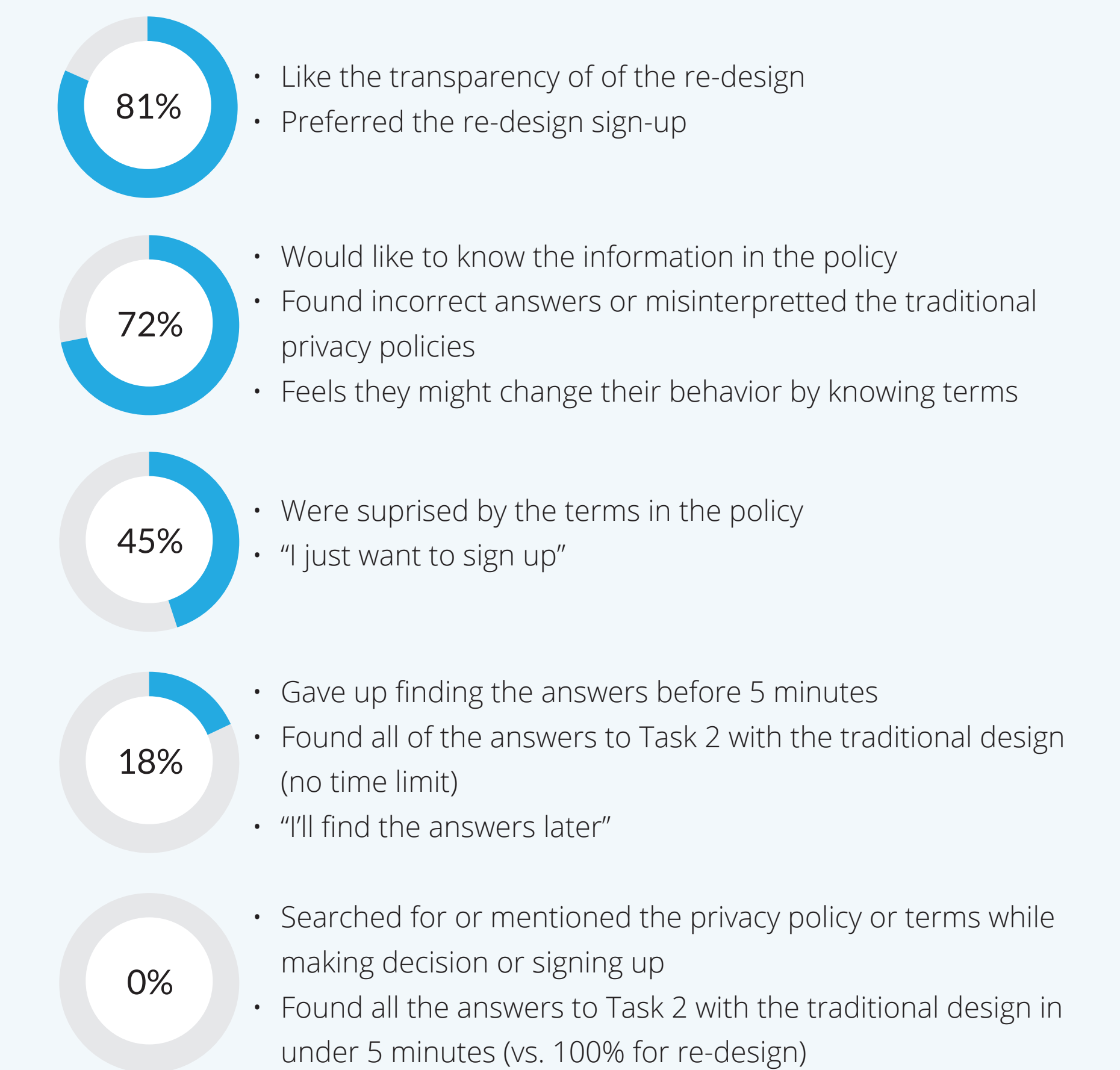
### Traditional Design

- Complicated
- Boring
- Confusing
- Overwhelming
- Frustrating
- Untrustworthy
- Unhelpful

### Re-design

- Clear
- Transparent
- Straight forward
- Helpful
- Friendly
- Easy to read
- Nice to know if I want

## Observations



## Conclusion

- Re-design makes privacy policy more readable and accessible
- Increased user success
- Increased user satisfaction
- More users considered/read the policy before signing up in redesign
- Did not significantly increase difficulty of sign-up process
- Improved attitudes toward policy and company

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