

Privacy Rights Platform (Web) – UX Research

- **Project Name:**
 - Privacy Rights Platform
- **Project Description:**
 - Privacy Rights Platform wishes to allow users of mobile and web apps to make use of their rights to opt out from the sale of data and other privacy rights through a browser extension. This will be done by injecting “Do-Not-Sell” headers in http requests.
- **Who is this for?**
 - Online Users – This product is for anyone who accesses the internet via a browser, such as Google Chrome, Firefox, and Safari. This product will allow users to easily opt out from the sale of data, regaining control of their privacy.
- **Product Requirements (Feature List)**
 - Simple setup
 - Default configuration based on user options below
 - Multiple browser support
 - Three user options
 - Opt out from the sale of all data
 - Allow the sale of data from all sites
 - Custom whitelist/blacklist
- **Competitors and Product Inspiration**
 - AdGuard,
 - Adblock
 - uBlock Origin
 - Requestly
 - ModHeader
- **Deliverables**
 - Wireframes
 - High fidelity prototype
 - Browser extension
- **Cost**
 - N/A
- **Timeline/Deadline**
 - March 30, 2020 – UX research completed
 - April 1, 2020 – Wireframes and mockups for review
 - ...