

1. **[+1] Look back at your assumptions (in the “Before you get started with users” section). Has your user research contradicted or challenged any of these assumptions? If so, which ones? How?**
  - a. I was surprised by how many people did not care or cared very little about their personal data privacy. Our assumption that people do care was certainly challenged. However, there were also clear demographic differences between people who said they cared more versus less. Often the people who said they did not care were older people who were already less likely to be interacting with others and posting frequently on social media.
  - b. While the majority of our users cared about their personal data to some extent, they also stated that they wouldn’t stop using or change their behavior on the apps they currently use even with more information. We had previously thought that a better understanding of Terms and Conditions and Privacy Policies would change user behavior, but that doesn’t seem to be the case
    - i. That said, users still said they would like to understand what they’re agreeing to in the Terms and Conditions and what policies surround their data. However, the text is usually too long and confusing to fully read through.
2. **[+1] What does your user research tell you about what kinds of interactive systems/solutions are unlikely to be useful/successful? Why not? Any hypotheses about what features of an interactive system will be useful? Why?**
  - a. Unlikely to be successful
    - i. Solutions trying to change user behavior on social media apps. Users seem to believe they will keep using the app even if they are better educated on how their data is used
    - ii. LLM responses can be long and wordy themselves. We need to return concise, targeted summaries of T&C/PP
    - iii. We shouldn’t scare users by just stating all the bad things companies can do with their data. Ignorance is bliss, so users may choose to stop using our app
      1. We could provide potential steps users can take to mitigate the impact of PP while still being able to use the app
  - b. Useful features
    - i. The solution must be more convenient than a user manually copying and pasting the terms and conditions into chatGPT (or a similar LLM) and asking it to summarize the text
    - ii. The T&C/PP summaries should focus on certain important topics like forced arbitration clauses, data ownership, and creative rights
    - iii. The summaries should be customizable based on what the user finds to be most important to them

- iv. We need our T&C/PP to be simple and easy to understand
- v. Having a visual representation/component of our summaries will help visual learners better understand

**3. [+1] What questions do you have about your users? What hunches or hypotheses do you have about promising solutions? What is one thing you can do to begin answering these questions?**

- a. One of the biggest questions we have is how the batch of users we interviewed reflects on the general personas we want to serve with our eventual product. Our interviewees were friends and family, which can make it hard to get a diversity of opinion. That said, we made sure to interview people of a wide range of ages, lifestyles, and social media usage. However, it is impossible for us to get a true generalization of the millions of people who use social media.
  - i. While we may never get the true opinions of the entire population that uses social media, we can start prototyping for the populations we interviewed most then expand our solution to other people later.
- b. We believe that our original idea of a browser extension that summarizes is still our most promising solution. Some of our users actually thought of the idea themselves during interviews, which suggests they might use the product.
- c. We think people will be curious about the T&C/PP of our product, so we must make those simple and easy to understand
  - i. And since we aren't trying to make a profit, we'll make the data privacy policy very lenient
- d. We're curious to see how users will react to our solution and if they'll all be willing to use it. Our users had different levels of concern about data privacy, so we wonder how that'll impact their response to our solution during user testing.

**4. Did you use a generative AI tool for any part of this assignment? If so, which one and how?**

- a. We did not use generative AI for this assignment.

**5. How much time did you spend on this assignment as a group? Individually?**

- a. As a group, we conducted 10 interviews and 5 think-aloud sessions. Each interview took about 30 minutes while each think-aloud session lasted 45 minutes to an hour. In total, we spent about 10 hours with users. We spent another 4 hours consolidating our notes and finding commonalities between our interviews, as well as determining the personas, scenarios, and process map. We took another hour each to write up parts on the core assignment doc. That leaves 15 hours for this assignment. If we include the time taken to prepare for the critique, that would add another 3ish hours, which would bump the total time spent up to 18 hours.