

Synthesize Your User Research Into

Personas:

We came up with two different personas:

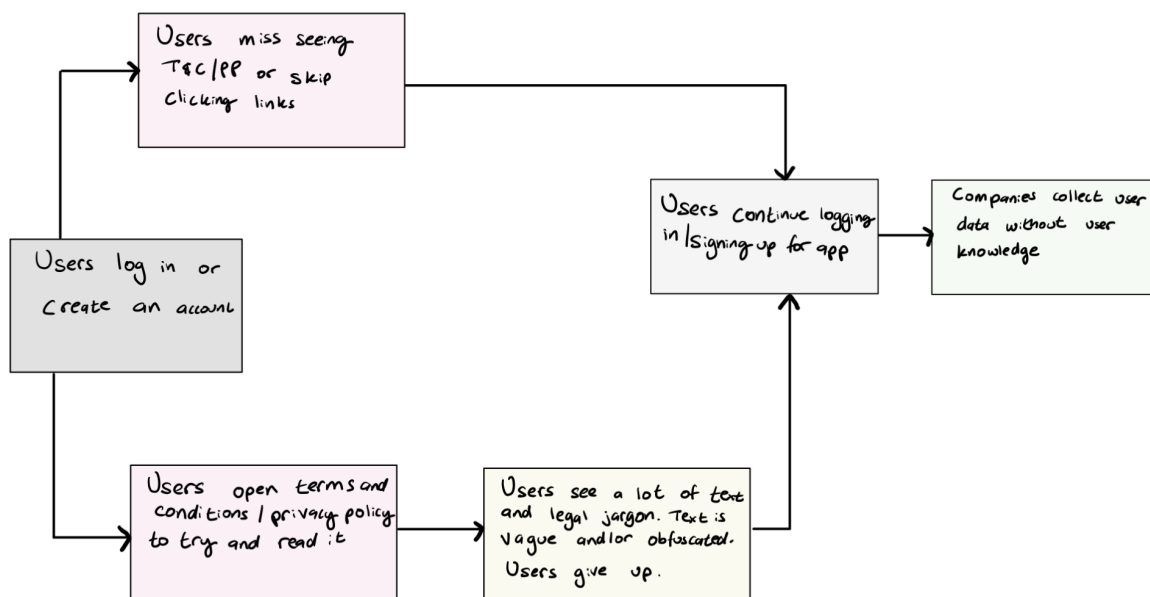
1. Users of social media who care about some data privacy issues, such as medical and financial data, but they will not change their existing behaviors/usage patterns on the social media apps
2. Users of social media who care about data privacy issues, but don't know much about/are not informed about data privacy due to not reading the Terms & Conditions and Privacy Policy

Scenarios:

We came up with two different scenarios:

1. Users are creating an account or logging in to a social media app. It is not really clear where the links are to read these terms and conditions/privacy policy. People miss the link completely and continue logging in/signing up for an account, automatically accepting the T&C/PP.
2. Users are creating an account or logging in to a social media app. People notice the terms and conditions/privacy policy and are curious as to what they are. They click the link to try and read the T&C/PP. While doing this, they notice that there is a lot of text, a lot of legal jargon, and a lot of information is obfuscated. Feeling overwhelmed or annoyed with the presentation of information, people will continue logging in/signing up for an account, automatically accepting the T&C/PP, without understanding what is said in it.

Process Map:



Articulate a Problem Statement

When users are creating an account or logging into a social media application, companies always include a message essentially stating “by continuing, you agree to ____’s Terms and Conditions and Privacy Policy”. Users can either miss this statement completely and continue logging into/creating an account on this app or users can open the T&C/Privacy Policy and attempt to read these documents.

Even if users want to know what data the app is collecting and modify their app usage/interaction based on the data collected, they are unable to understand due to the long, obfuscated, and dense text they are presented with. This leads to companies collecting user data without user knowledge or proper consent from the user.