

Design challenge

Design a relevant application, based on Solid to enable Greenhouse and/or its clients in commerce to still earn money on advertising with personalized ads , but in a way, users don't need to share their personal data with companies.

How Might We?

Voorafgaand aan het onderzoek hebben we 'How might we' vragen geformuleerd. Hiermee hebben we een overzicht van de belangrijkste punten die onderzocht moeten worden om tot een sterk concept te komen.

- How might we ensure that webshops and other stores make money on advertising, without having personal user data?
- How might we create a Solid-application without users noticing any changes in their user experience?
- How might we find out what users find interesting?
- How might we show/convince the users that they are the owners of their own data and not anyone else?

How might we make the app relevant for Greenhouse and its clients?