

Consent Journey Canvas v0.3

MyData 2016
1st of September 2016

1 Service phases

Before

before joining the service / creating an account



Alex is thinking about subscribing to Spotify premium as he would use Spotify on his smartphone without the free-account limitations.

2 Consent phases

Pre - informing

UX-style ToS and Privacy notes

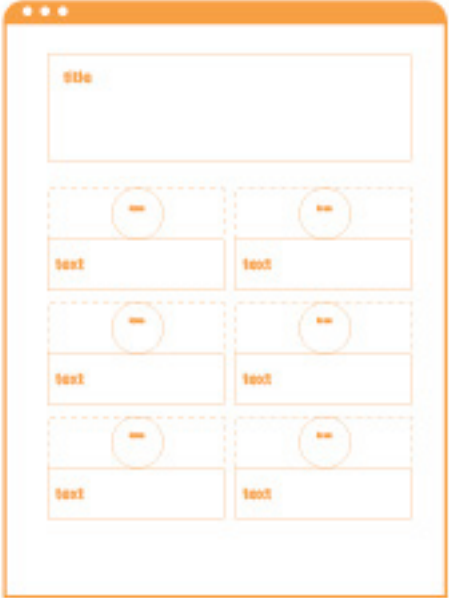
Web browser



OVERVIEW

Description

An easy-to-access way to provide general information about the service's commitment to privacy usually supported by illustrations and animations



2.1 Time spent

the time spent by the user on each touchpoint

High

Medium

Little

2.2 Empathy

+ / -



to rise interest to consent information (reducing the impact of 'secondary concern')

2.3 What is the user looking for ?

Information, controls or interaction points users would like/expect to find on each touchpoint

Just after typing the required information to set-up the new account on his laptop, a new section of the website opened, showing the most relevant aspect of the TOS and P.P. using both text and images;

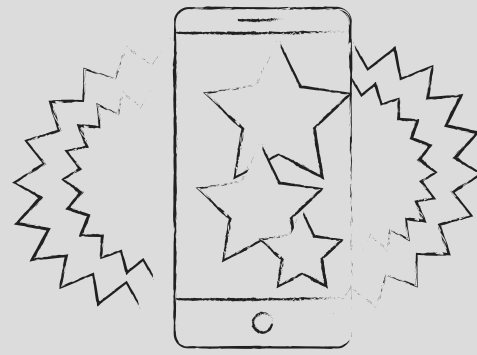
OFF!!

Instead of updating his existing account he decided to run a new account to take advantage of the discounted price offered to new users.

Then he set up a new account and started using Spotify on his mobile phone.

While

The period of time the service is being used



During - decision-making

Consent summary

Web browser



Description

A visual summary of a service's privacy policies

title	
icon	text
icon	text
icon	text

Nudge on consent summary

Web browser



Description

A dynamic and event-led way to notify users about the system's personal information disclosure behaviour with different level of granularity

title	
graph	info

Nudge on consent summary

consent keychain platform (open source?)



Description

A new touchpoint you are designing to improve the experience of dealing with consent

title			
graph	info	graph	info
graph	info	graph	info
graph	info	graph	info

Pop-up window, consent keychain



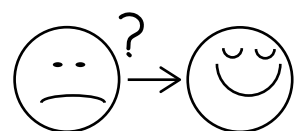
Description

A new touchpoint you are designing to improve the experience of dealing with consent

title			
graph	info	graph	info
graph	info	graph	info
graph	info	graph	info



improving awareness about consent agreement



Helping users to make decision about specific aspect of the consent (bounded rationality)



Increasing awareness on where to find information about consent agreement

Allow users to make more attitude-consistent decisions (bounded rationality)

When he clicked on 'agree' a consent summary table come up, summarising all the aspect of the consent including TOS, P.P. for both laptop and mobile devices;

Just after the summary pop-up, two more rows of the summary where highlighted offering additional information. A. did not read more information and clicked on agree to start using the service.

After having agreed a pop up window informed A. that the summary has been sent to his email and whether he would add the Spotify consent to his Consent Keychain.

Finally, a quick animation showed A. where to find and modify consent information using the Spotify web platform.



A. is enjoying the service but he feels a bit uneasy being always logged in from his phone.

One day he spotted the article from the Guardian about Spotify new ToS, he felt upset and thought about punishing Spotify by quitting his account. However, before making such decision he decided to check the summary of his consent.

A wondered what happened with his first account which he wasn't using anymore.

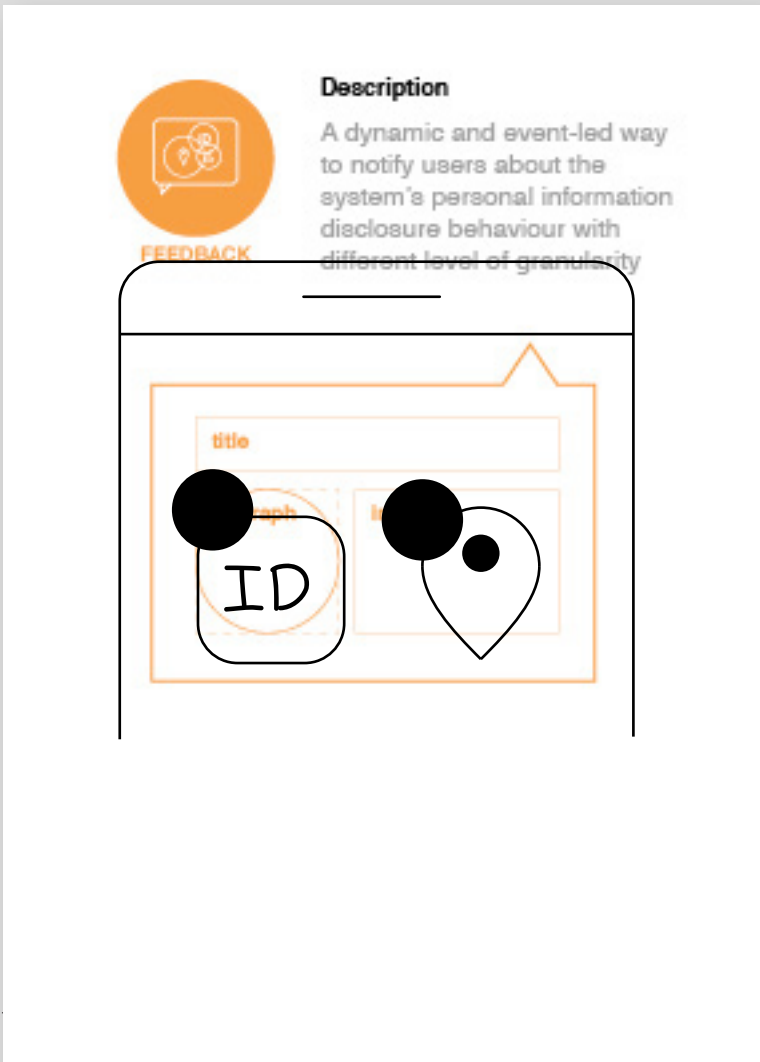


After

When the service is not in use, including long period of inactivity or unsubscribing

Post - management

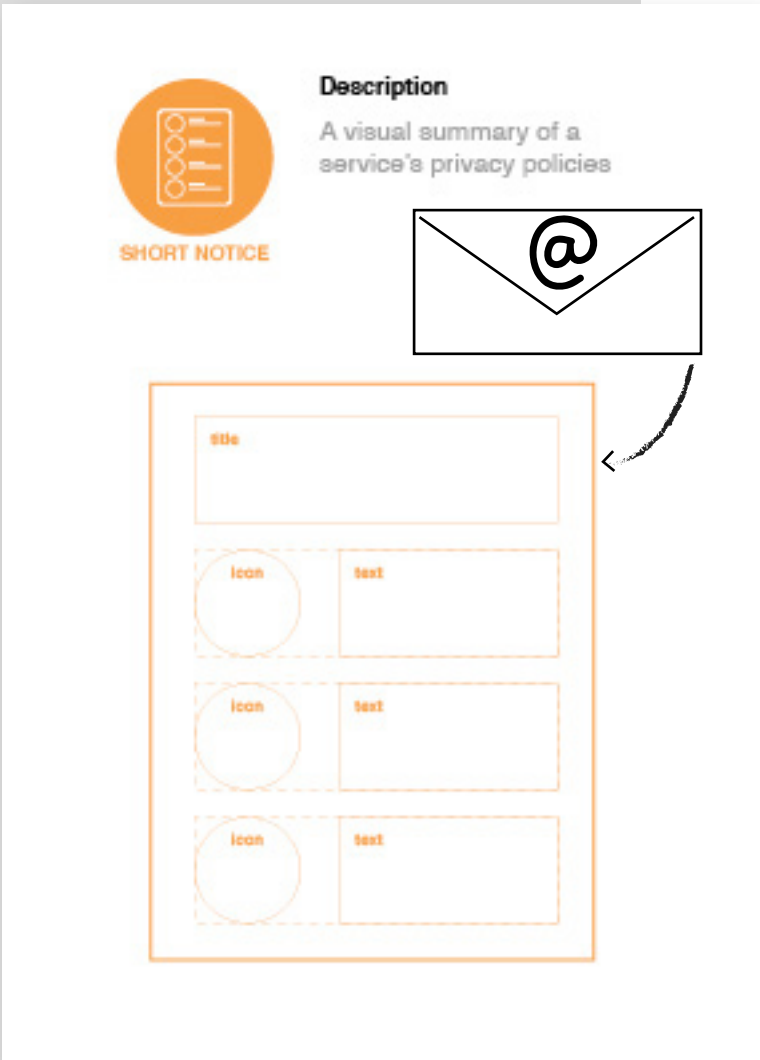
Mobile version of the consent summary + active feedback



Mobile consent summary (also sent via email)



Consent summary sent via email



Increasing awareness on where to find information about consent agreement

One day A. spotted an article from the Guardian reporting privacy-sensitive changes in the Spotify TOS involving the collection of users' photos from their smartphones. He was upset with Spotify as his photos were not meant to be part of the agreement.

Before deciding whether to unsubscribe from the service or not, he reviewed the data collected from Spotify from the consent mobile summary. With his relief he realised that no photos were collected however he spotted that unknown third-parties accessed his location probably for marketing purposes.



Avoid 'secondary concern' of the consent-related tasks

So he decided to deny Spotify to access his location. The consent summary were automatically updated and sent to his email and to the consent keychain.



Increasing awareness about account management

After many months from his first subscription A. received an email with the consent summary of his free account highlighting main changing in the Spotify policy. He then decided to close his first account. Finally he received a new email to inform him that his data has been cancelled from the Spotify DB.