Consent Journey Canvas v0.1

Real Consent: Mapping the Real Consent Experience Workshop 21st of March 2016

Service name	Persona name

	Before	While		After
¹ Service phases	before joining the service / creating an account	The period of time the service is being the service in the service is being the service is being the service in the service in the service is being the service in the service in the service is being the service in the service in the service is being the service in the serv	ng used	When the service is not in use, including long period of inactivity or unsuscribing
² Consent	Pre - informing	During - decision-making	Post - manageme	ent
phases				
^{2.1} Consent journey What is the consent experience your user should have?				
2.2 Touchpoints e.g. short/long notices, state- ments, icons, trust mark etc.				
^{2.3} Empathy				
2.4 User behaviour What is the behaviour to design for? e.g. Unawareness, secondary concern, limited rationality, etc.				
^{2.5} Technological capability What are the technologies involved?				
2.6 Metrics What are the relevant metrics to better understand the consent experience?				