## **Consent Journey Canvas v0.1**

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

summary

metrics to better understand the consent experience?

Service name	Persona name
SPOTIFY	ALEX

## **Before** While After When the service is not in use, inclusing long period of inactivity or before joining the service / creating an account The period of time the service is being used <sup>1</sup>Service unsuscribing One day he spotted the article from A. is enjoying the service but he Alex is thinking about subscribing Instead of updating his existing the Guardian about Spotify new ToS, phases feels a bit uneasy being always account he decided to run a new to Spotify premium as he would he felt upset and thought about logged in from his phone. A wondered what happened with his first account which he wasn't use Spotify on his smartphone account to take advantage of punishing Spotify by quitting his using anymore. without the free-account the discounted price offered to account. However, before making such limitations. new users. decision he decided to check the Then he set up a new account and started summary of his consent. using Spotify on his mobile. Pre - informing During - decision-making Post - management <sup>2</sup>Consent phases One day A. spotted an Before deciding whether to So he decided to deny After many months from his Just after typing the When he clicked After having agreed a pop Just after the summary Finally, a quick article from the Guardian unsubscribe from the Spotify to access his first subscription A. received an required information on 'agree' a pop-up, two more rows up window informed A. that animation showed A. service or not, he reviewed location. The consent reporting email with the consent summary to set-up the new the summary has been sent where to find and consent summary of the summary where privacy-sensitive changes of his free account highlighting the data collected from summary were to his email and whether he account on his laptop table come up, highlighted offering modify consent in the Spotify TOS main changing in the Spotify Spotify from the consent automatically updated a new section of the additional information. would add the Spotify information using the summarising all involving the collection of and sent to his email mobile summary. With his policy. He then decided to close <sup>2.1</sup>Consent journey website opened, the aspect of the A. did not read more consent to his Consent Spotify web platform. users' photos from their his first account. Finally he relief he realised that no and to the consent showing the most information and clicked Keychain. What is the consent consent including smartphones. He was upset received a new email to inform photos were collected keychain. relevant aspect of the TOS, P.P. for on agree to start using with Spotify as his photos however he spotted that him that his data has been experience your user TOS and P.P. using both laptop and the service. were not meant to be part unknown third-parties cancelled from the Spotify DB. should have? both text and images mobile devices; of the agreement. accessed his location probably for marketing Consent summary Pop-up Consent summary UX-sty Nudge on <sup>2.2</sup>Touchpoints 00 Mobile purposes. e ToS consent window sent via email consent Mobile version of ID O e.g. short/long notices, stateand consent summary summary the consent Privacy animat keychain MBW ments, icons, trust mark etc. (also sent summary + active notes 0 via email) feedback <sup>2.3</sup>Empathy improving to rise interest to Avoid "secondary Increasing awareness Increasing awareness on Helping users to make <sup>2.4</sup>User behaviour Allow users to make Increasing awareness awareness about consent information decision about specific concern of the about where to find where to find about account consent information about aspect of the consent consent-related tasks (reducing the impact information about attitude-consistent management behaviour to design for? of 'secondary agreement (limited rationality) consent agreement consent agreement decisions (limited e.g. Unawareness, secondary concern') rationality) concern, limited rationality, etc. Mobile app + Web browser <sup>2.5</sup>Technological Web browser Web browser Web browser consent keychain consent keychain platform (open source?) capability What are the technologies involved? Time spent Time spent by users on Clicks on 'more info' No of downloads of the Number of modification Number of access and Number e-mails read reviewing the Spotify consent keychain time spent reviewing the to the previous options consent What are the relevant