Consent Journey Canvas v0.1

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

Service name
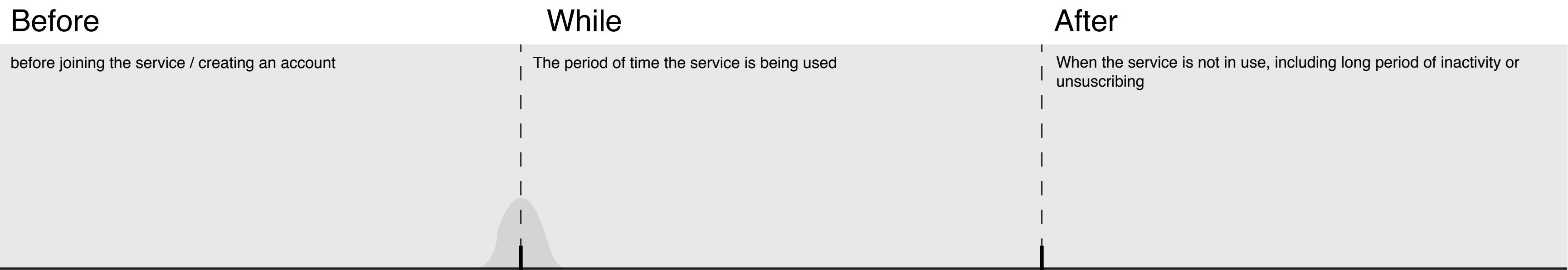..

Persona name
....

¹Service phases

Before	While	After
before joining the service / creating an account	The period of time the service is being used	When the service is not in use, including long period of inactivity or unsuscribing

²Consent phases

Pre - *informing*   During - *decision-making*   Post - *management*

2.1 Consent journey
What is the consent experience your user should have?

2.2 Touchpoints
e.g. short/long notices,statements, 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 ?