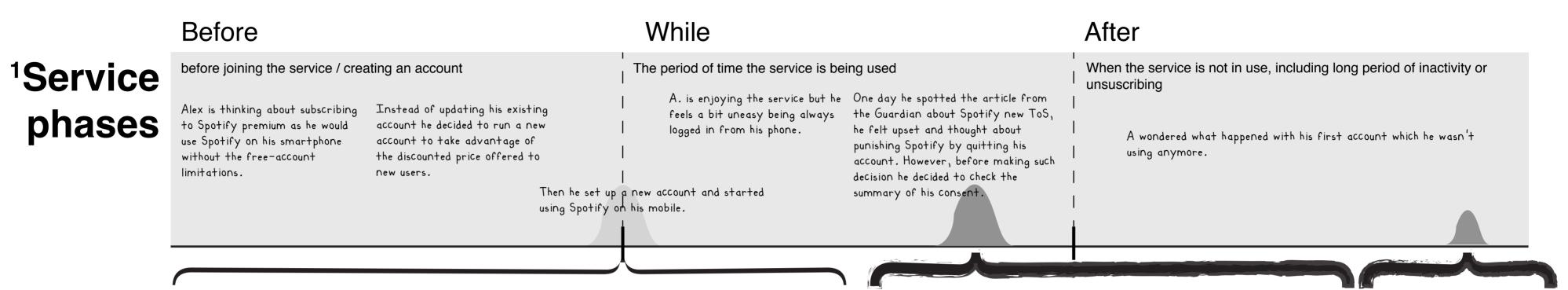
## **Consent Journey Canvas v0.1**

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

Service name Persona name SPOTIFY ALEX.



Spotify web platform.

MBW

animat

# <sup>2</sup>Consent phases

Pre - informing

During - decision-making

After having agreed a pop

up window informed A. that

the summary has been sent

to his email and whether he

Pop-up

window

consent

keychain

would add the Spotify

Keychain.

consent to his Consent

Post - management

# <sup>2.1</sup>Consent journey

What is the consent experience your user should have?

#### <sup>2.2</sup>Touchpoints

e.g. short/long notices, statements, icons, trust mark etc.

#### <sup>2.3</sup>Empathy

### <sup>2.4</sup>User behaviour

behaviour to design for? of 'secondary e.g. Unawareness, secondary concern') concern, limited rationality, etc.

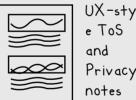
#### <sup>2.5</sup>Technological capability

What are the technologies involved?

What are the relevant metrics to better understand the consent experience?

Just after typing the required information to set-up the new account on his laptop a new section of the showing the most relevant aspect of the TOS and P.P. using

both text and images



to rise interest to

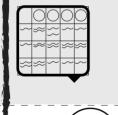
consent information

(reducing the impact

Time spent by users on

Web browser

Consent summary



When he clicked

consent summary

table come up,

summarising all

the aspect of the

consent including

TOS, P.P. for

both laptop and

mobile devices;

on 'agree' a

improving awareness about consent

agreement

Web browser

Time spent

consent

summary

reviewing the

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

Just after the summary

pop-up, two more rows

additional information.

information and clicked

on agree to start using

Nudge on

consent

summary

A. did not read more

the service.

of the summary where

highlighted offering

Web browser

Clicks on 'more info'

consent keychain platform (open source?)

Increasing awareness

No of downloads of the

Spotify consent keychain

Allow users to make about where to find information about attitude-consistent consent agreement decisions (limited rationality)

Web browser

Finally, a quick article from the Guardian animation showed A. reporting where to find and modify consent in the Spotify TOS information using the

privacy-sensitive changes involving the collection of users' photos from their smartphones. He was upset with Spotify as his photos were not meant to be part

One day A. spotted an

00 ID O

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

purposes.

probably for marketing

Increasing awareness on

where to find

information about

consent agreement

Number of access and

time spent reviewing the

Mobile version of the consent summary + active feedback

summary were and to the consent keychain.

0

Spotify to access his location. The consent automatically updated and sent to his email

So he decided to deny After many months from his first subscription A. received an email with the consent summary of his free account highlighting

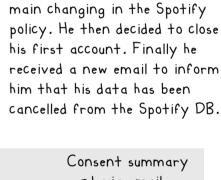
Mobile

consent

summary

(also sent

via email)





Increasing awareness about account management

Mobile app + consent keychain

Number of modification

Avoid "secondary

consent-related tasks

concern of the

Number e-mails read to the previous options