

Consent Journey Canvas v0.3

MyData 2016
1st of September 2016



1 Service phases

Before
before joining the service / creating an account

2 Consent phases

Pre - *informing*

2.1 Time spent
the time spent by the user on each touchpoint

High
Medium
Little

2.2 Empathy
+ / -

2.3 What is the user looking for ?
Information, controls or interaction points users would like/expect to find on each touchpoint



While

The period of time the service is being used

During - decision-making



Service name

Persona name

.....



After

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

Post - management



.....
(e.g. Before, While, After)

.....
(e.g. Pre, During and Post consent)