

Consent Journey Canvas v0.2

MyData 2016
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¹Service phases

Before

before joining the service / creating an account

While

The period of time the service is being used

²Consent phases

Pre - *informing*

During - *decision-making*

2.1 Time

the time spent by the user on each touchpoint

High

Medium

Low

2.2 Trust
+ / -

2.3 What is the user looking for ?

Information, controls or interaction points users would like/expect to find on each touchpoint

Service name

Persona name



After

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

Post - *management*