

Rethinking usability

...in a world of data ownership

Rachel Akerley

Design @ PSE + Cursive



OUR MISSION

Build the future of human
connection and the technology
that makes it possible



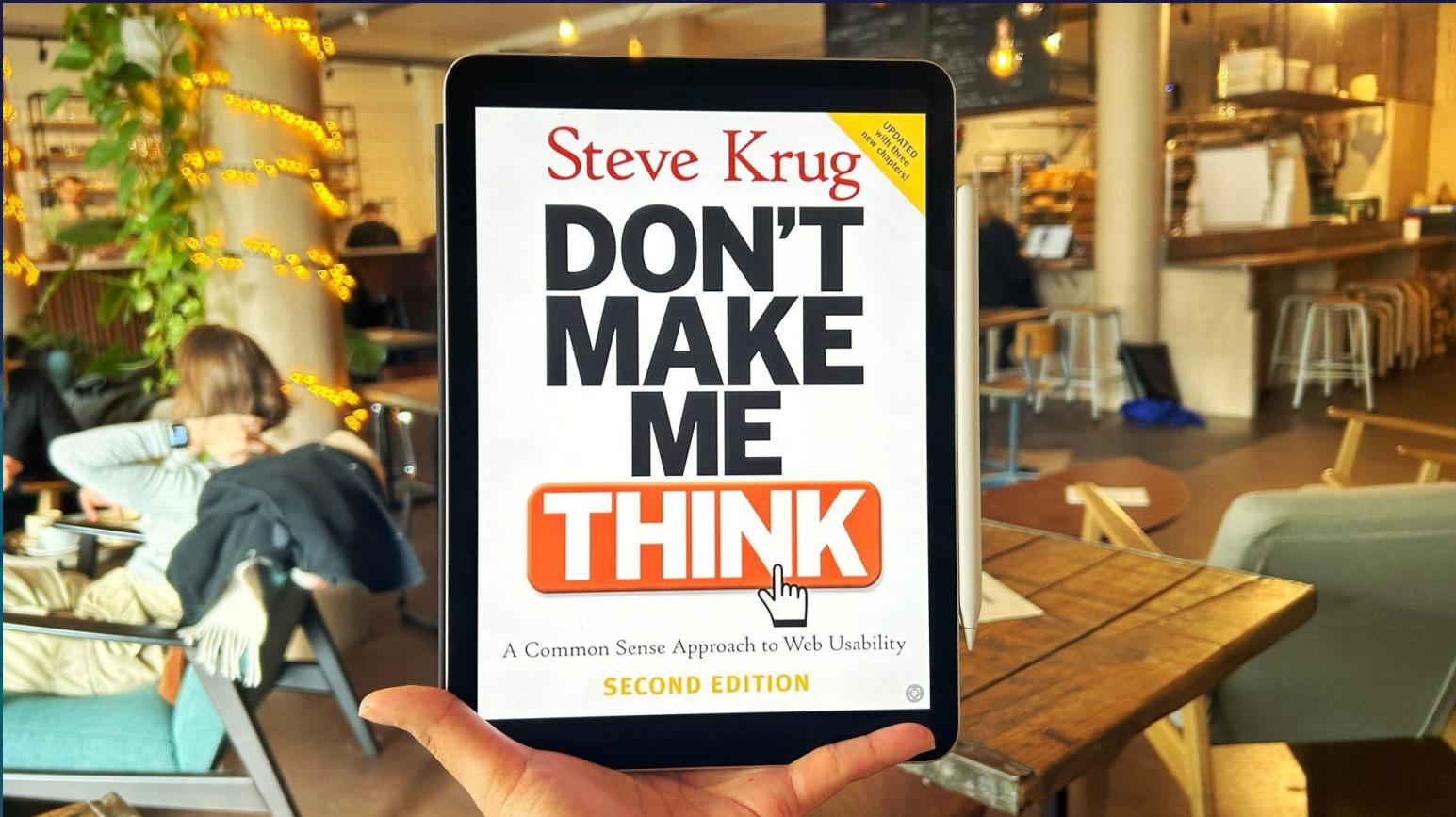
Section 1

My early views on usability

I LOVE DESIGN



IT'S ALL ABOUT THE USERS AND
MAKING BEAUTIFUL THINGS



*As a user I should never have to
devote a millisecond of thought
to whether things are clickable
– or not.*

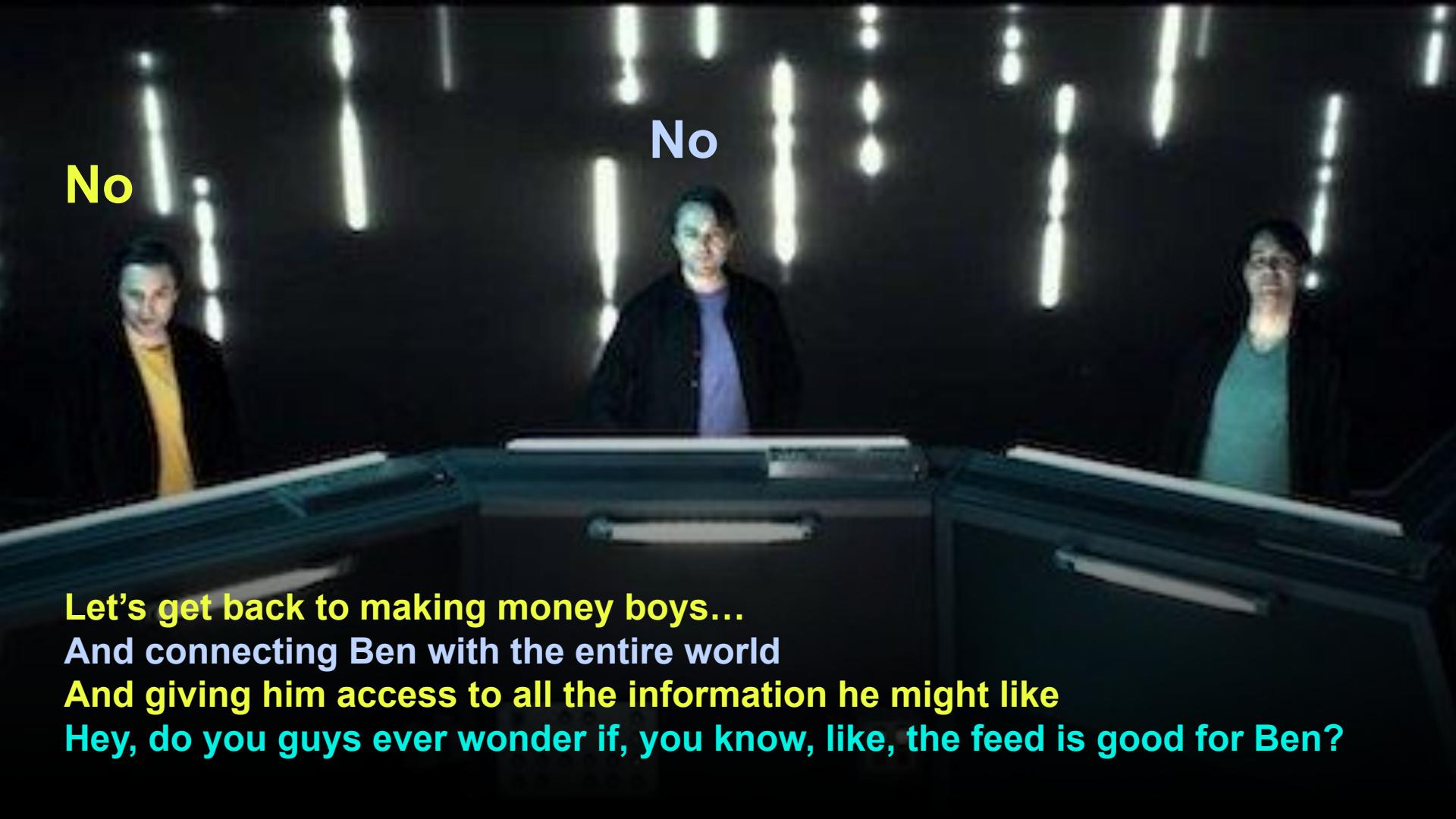
Steve Krug

Get rid of half the words on each page, then get rid of half of what's left.

Your objective should always be to eliminate instructions entirely by making everything self-explanatory

The fact that the people who built the site didn't care enough to make things obvious – and easy – can erode our confidence in the site and the organization behind it.

Quotes from Don't Make Me Think by Steve Krug



No

No

No

Let's get back to making money boys...
And connecting Ben with the entire world
And giving him access to all the information he might like
Hey, do you guys ever wonder if, you know, like, the feed is good for Ben?

Personal data we entrust to social apps

- Photos
- Demographics
- Affiliations
- Contacts
- Conversations
- Behaviors

Person data we entrust to social apps

- ~~Photos~~
- ~~Demographics~~
- ~~Affiliations~~
- ~~Contacts~~
- ~~Conversations~~
- ~~Behaviors~~

♪ I put a spell on you... 'Cause your mine
You better stop the things you do. I ain't lyin ♪



NETFLIX

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You better stop the things you do. I ain't lyin ♪



NETFLIX

Designing for usability isn't as simple as ease of use - it's about designing systems that help users actually achieve their goals .

≡ OBSERVER



-Thefacebook is an online directory that **connects people through social networks at colleges** [Harvard only] **[2004]**

-Facebook is a **social utility** that connects **you with the people around you**
[Facebook is made up of **lots of separate networks** – things like schools, companies, and regions] **[2006]**

-Facebook is a social utility that connects you with the people around you. **[Use Facebook to... keep up with friends and family, share photos and videos, control privacy online , reconnect with old classmates]** **[2008]**

-Facebook **helps you connect and share with the people in your life.** **[2008]**

Draw Graffiti on Adam's Wall

Adam's Graffiti Wall | Adam's Profile

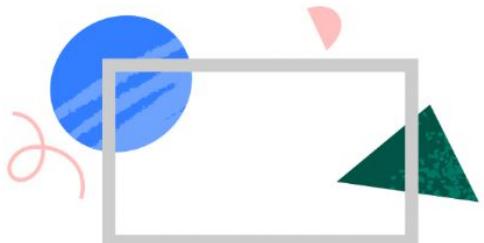


Facebook's Graffiti Wall app is a veritable Pandora's box for computer art enthusiasts who feel limited by their computer's keyboard.

CNET Networks

I always had concerns my vibe could be more cool
I languished in the corner in a saggy baggy jeans
Until this thing appeared to reignite my self esteem!





Video unavailable

This video is private

[GO TO HOME](#)



**Was there something missing in my life 'til now?
An absence I could not quite place but knew somehow
And then this vegan bakery came slidin' down my screen
I felt a shockwave in my head and a tingle in my spleen.**



Give People a Voice



Build Connection and Community



Our services help people connect, and when they're at their best, they bring people closer together.

Serve Everyone



Keep People Safe and Protect Privacy



Promote Economic Opportunity



empowering users

Home My Network Jobs Messaging Notifications

People Meta 1 Seniority 1st 2nd 3rd+ Locations All filters Reset

298 results

Julia Fernandez 2nd
Product Designer at Meta, Reality Labs
New York, NY
Summary: ...to my **users**. I create products that are empathetic, purposeful, and **empowering**—solving design...
8K followers · David Justh, MSc, Ali Iddin, and 5 other mutual connections

Kevin L. 2nd
Product Design @ Meta
New York, NY
Current: Staff Product Designer at Meta - **Empowering** creators and businesses on Facebook
Jose Farfan and Dev Govindji are mutual connections

Filter by seniority level to find your ideal customer profile
Quickly identify your best fit customers with an additional 25+ advanced search filters on Sales Navigator

Retry Sales Navigator
Cancel anytime, for any reason.

Arwa (Ru) Michelle Mboya 2nd
Experience Design Manager & Creative Director | Prev. MSG Sphere, Magic Leap & Disney...
Los Angeles, CA
Projects: SiChana - Founded this award winning advocacy non-profit focused on **empowering** girls from low income...

👉 I'm Julia (like Julio, but for girls). I am a graphic and product designer. I have a passion for plants, people, and products.

👉 I am an ally to my users. I create products that are empathetic, purposeful, and empowering—solving design problems that matter. My passion and drive shine through in all of the design solutions that I create.

empowering creators

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Hannah Cassius 2nd
Generative AI PM at Meta
Seattle, WA
Current: Product Leader on Generative AI at Meta - ...short-form video experimentation work for **creators**. I lead a team focused on **empowering creators** in...
3K followers · Gui Ferreira, Matthew Gordils, and 1 other mutual connection

Alexander Chamas 2nd
Principal Product Designer at Meta (Horizon Worlds)
North Bend, WA
Current: Principal Product Designer at Meta - Horizon Worlds : Community Building : Design Lead **Empowering creators** and connectors to build...

Christian Weitenberner 2nd
Product Manager, Meta, ex-YouTube, ex-Google
Los Angeles County, CA
Current: Meta Quest - Product Lead at Meta - Product lead for Meta Quest media creation and sharing experiences. **Empowering VR creators**...
Gui Ferreira and Jay Rosen are mutual connections

Sunny Liu 2nd
UX Research @ Meta | GenAI Social Experiences | ex-IDEO, IBM
San Francisco, CA
Past: Product Designer / User Researcher at By Sunny Liu - ...**creators** to execute sponsorship content and giveaways...
Faraz Mohammed and Jo Ash Sakula are mutual connections

empowering users

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Section 2

Rethinking Usability

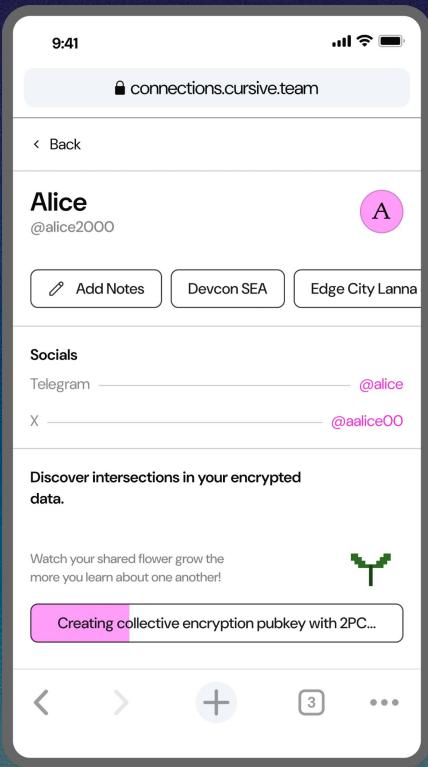
Pillars of Usability

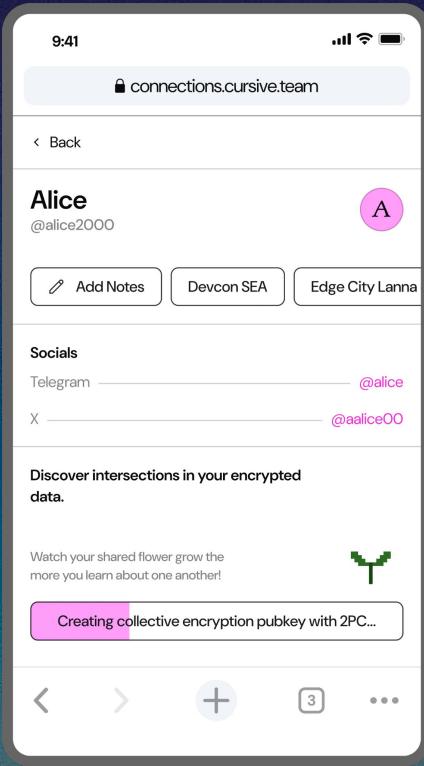
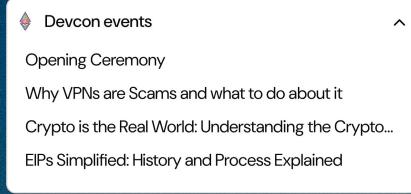
Effectiveness

Efficiency

Safety

Effectiveness





Efficiency

Create **Sent** Received Matches

Multi-party computation enables digital pheromones, the ability to coordinate using lightweight, privacy-preserving signals.

November 12

- ↗ Seeking: hiking buddy
- ↗ Seeking: Thai tutor
- ↗ I'm feeling nervous
- ↗ CV shared with Devcon commun

Draw Graffiti on Adam's Wall

Adam's Graffiti Wall | Adam's Profile



Keep it clean, please.

Facebook's Graffiti Wall app is a veritable Pandora's box for computer art enthusiasts who feel limited by their computer's keyboard.

CNET Networks

Received **Matches**

Multi-party computation enables digital pheromones, the ability to coordinate in a p2p way using lightweight, privacy-preserving signals.

- buddy >
- mentary skill match >
- feels nervous >
- designer for decentralized... >

Digital pheromones

Create Sent Received Matches

Multi-party computation enables digital pheromones, the ability to coordinate in a p2p way using lightweight, privacy-preserving signals.

Narrowcast (*private queries on social graph*)

CV + Find jobs you qualify for.

Job + Get matched with qualified candidates.

Complimentary skill match + Get matched with qualified candidates.

I'm Feeling Serendipitous

Meet someone new this hour + Get matched with qualified candidates.

Cryptographic computations over private data could reveal

- new friends with similar interests
- a collaborator or mentor with complementary skills
- people in a room who identify the same (or different!) from you
- Discreet job matching based on specific professional qualifications

Safety

Varieties of safety for users

Technical

Use open source
cryptography

Social

Allow selective sharing

Psychological

Gain trust by giving
agency

Levels of safety for users

Technical

Use open source
cryptography

Social

Allow selective sharing

Psychological

Gain trust by giving
agency

Levels of safety for users

Social

Allow selective sharing

Discover intersections in your encrypted data.

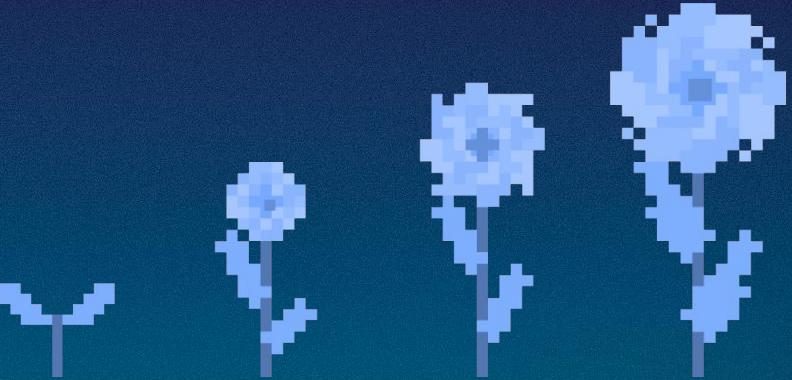
Watch your shared flower grow the more you learn about one another!



Levels of safety for users

Psychological

Gain trust by giving
agency



Data ownership and cryptography can enhance usability:

Effectively

Intentional signaling of
interests and needs

Efficiently

Meaningful connections
based on intersections in
private data

Safely

Discreet sharing with
specific communities

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Effectively

Intentional signaling of
interests and needs

Efficiently

Meaningful connections
based on intersections in
private data

Safely

Discreet sharing with
specific communities



privacy + scaling explorations



@cursive_team
Twitter



Cursive
Telegram





Section 1

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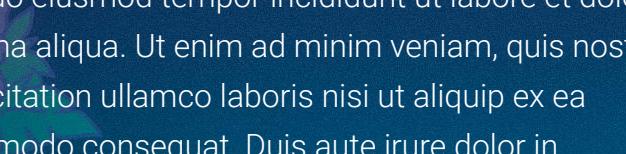
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Section 3

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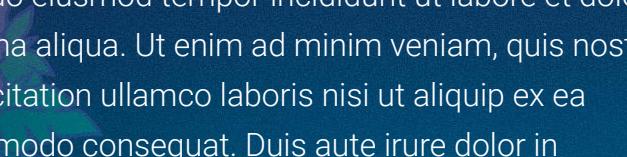
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Section 4

Section 4 title here.

Section 4 details with a main point. Enter title here.

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Enter your main point / statement here.

**Enter your main point /
statement here.**

Here's the timeline.

Event 1



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Event 2



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Event 3



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99.99%

“Number rules the universe.”
— Pythagoras

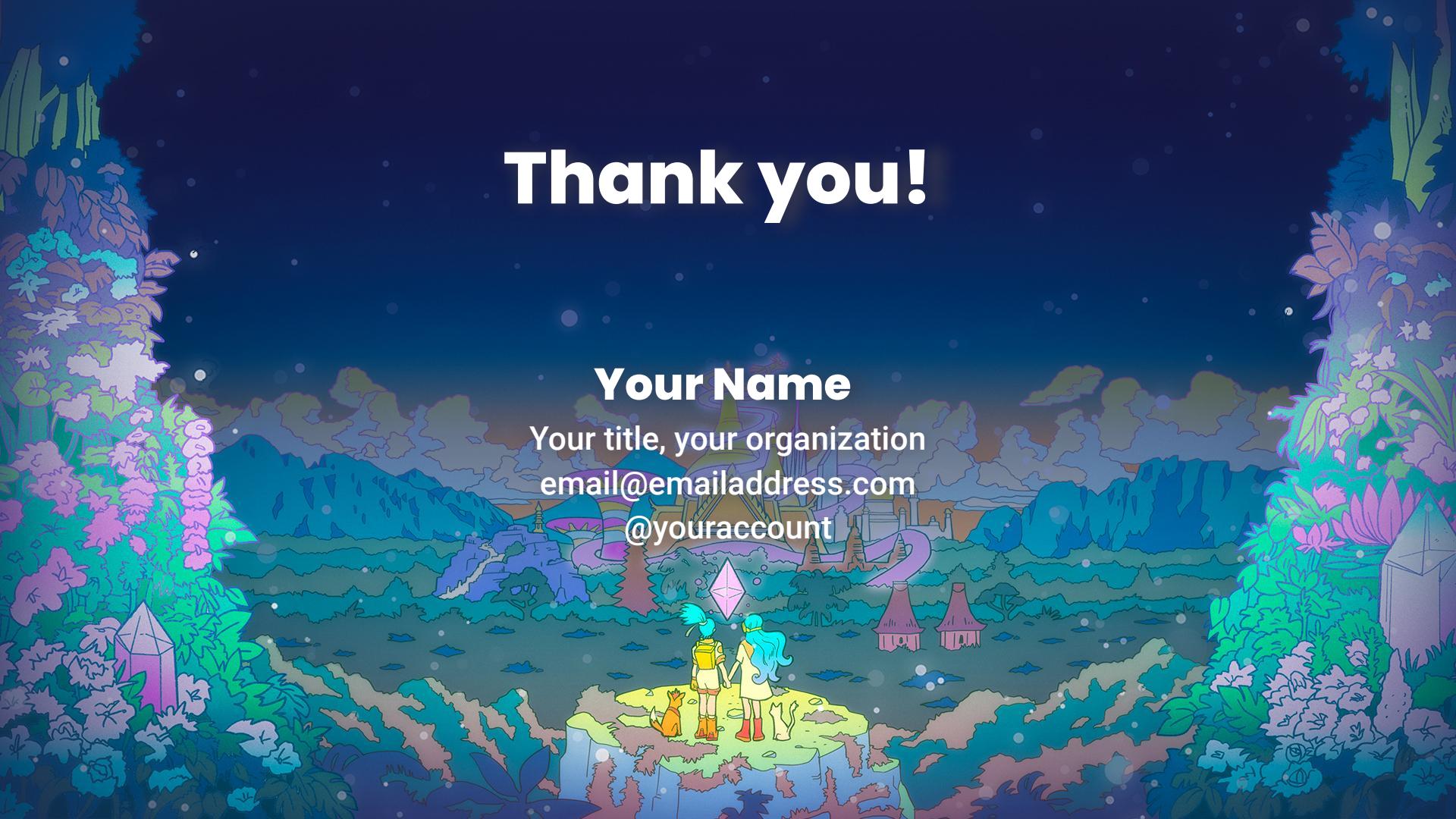
Thank you!

Your Name

Your title, your organization

email@emailaddress.com

@youraccount





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Your Name

Your title, your organization





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Section 1 details with an image. Enter title here.

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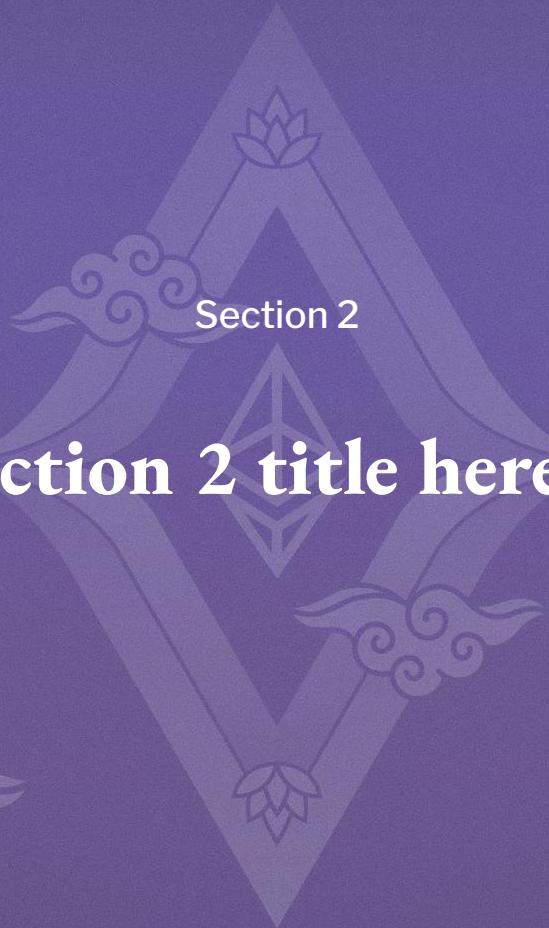
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Section 1 details with a main point. Enter title here.



Section 2

Section 2 title here.





Section 2 title here.

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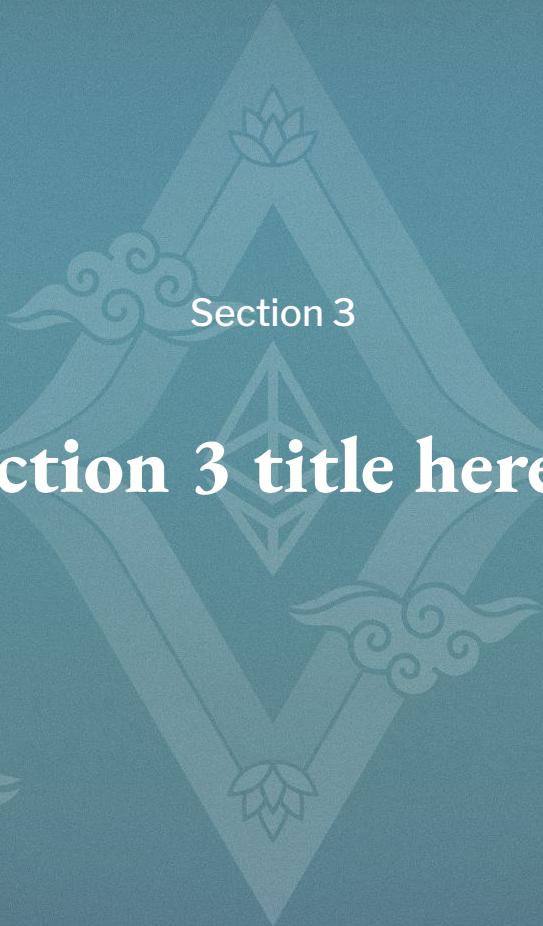




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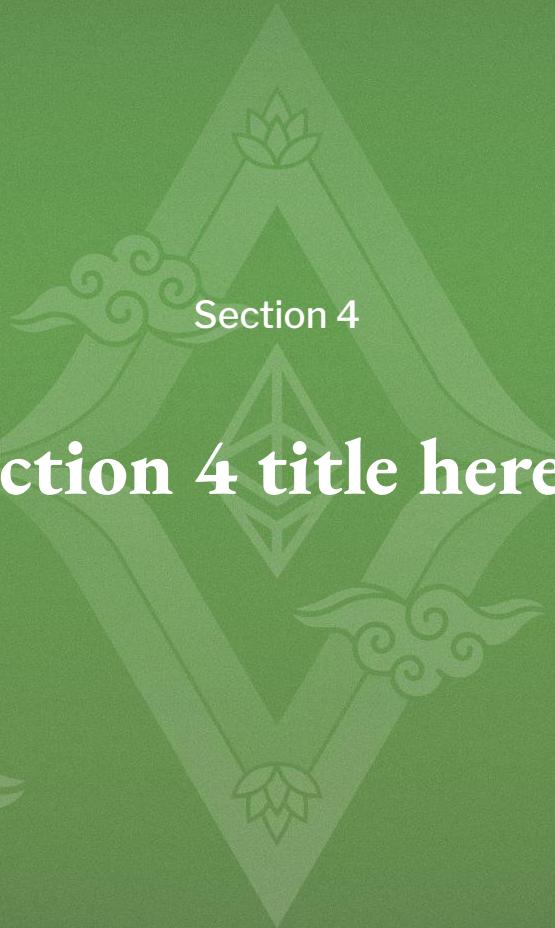


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Here's the timeline.

Event 1



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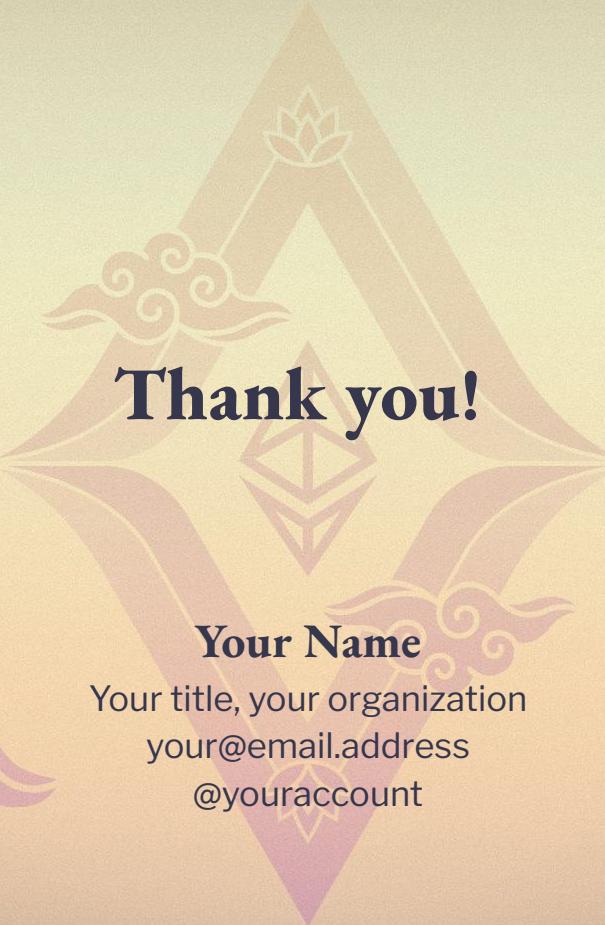


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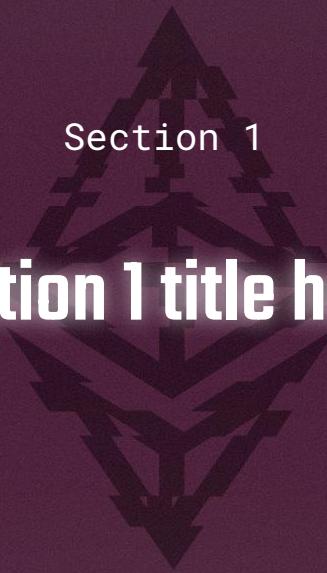


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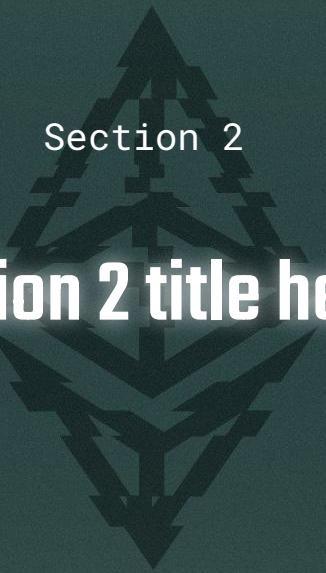
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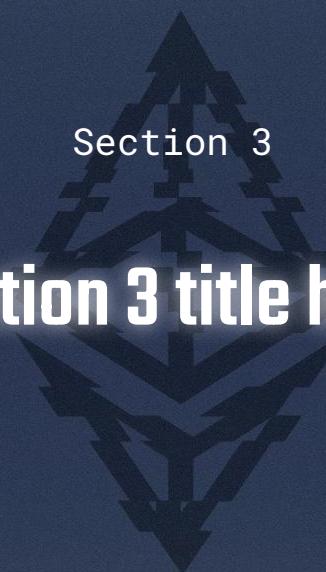
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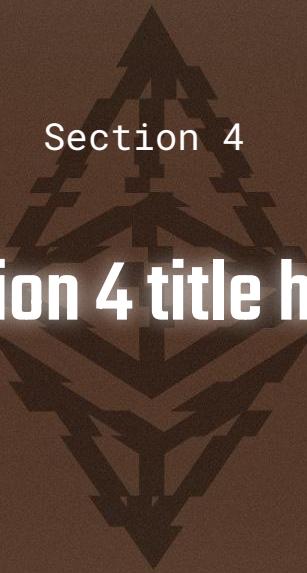


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Section 3 details with a main point. Enter title here.



Section 4

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Section 4 details with a main point. Enter title here.

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statement here.**

Enter your main point / statement here.

Here's the timeline.

Event 1



A horizontal timeline is shown with three circular markers. The first marker is pink and positioned under the text "Event 1". The second marker is blue and positioned under the text "Event 2". The third marker is brown and positioned under the text "Event 3". A thin horizontal line connects the markers.

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Event 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Event 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

99.99%

“Number rules the universe.”
– Pythagoras



Your Name

Your title, your organization
your@email.address
@youraccount

