Google

The Motley-Looking Crew (Team 2)

Edward Chiu
Giancarlo Marchesi
Muhammad Qamar Idrees
Israel Brito
Kiki Huang
Matt Scheffer
Melissa Thanakone

Objective

- Learn through collaboration

- Create a meaningful project that will make an impact on the world
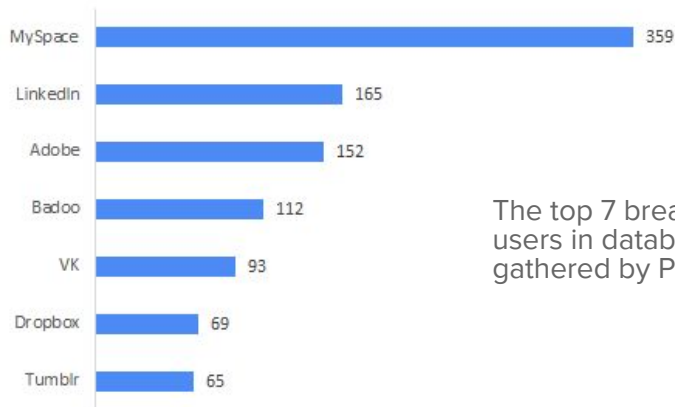
The Problem Space

- Users do not understand how their data is collected, stored, or used by online companies

- Opportunity to empower users through information, education, or digital tools

How Might We?

create meaningful solutions to improve
user privacy through data education?
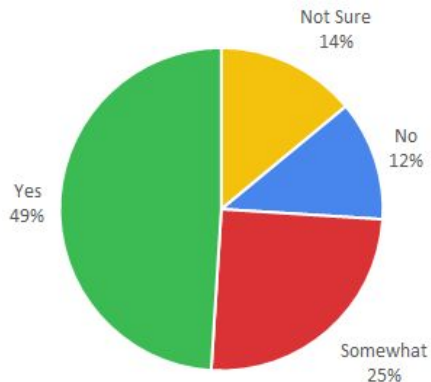
Our Findings

Data breaches make news when they happen to large companies

Company	Breached users in MM
MySpace	359
LinkedIn	165
Adobe	152
Badoo	112
VK	93
Dropbox	69
Tumblr	65

Breached users in MM

The top 7 breaches account for ~75% of total users in database of more than 120 cases gathered by PWND

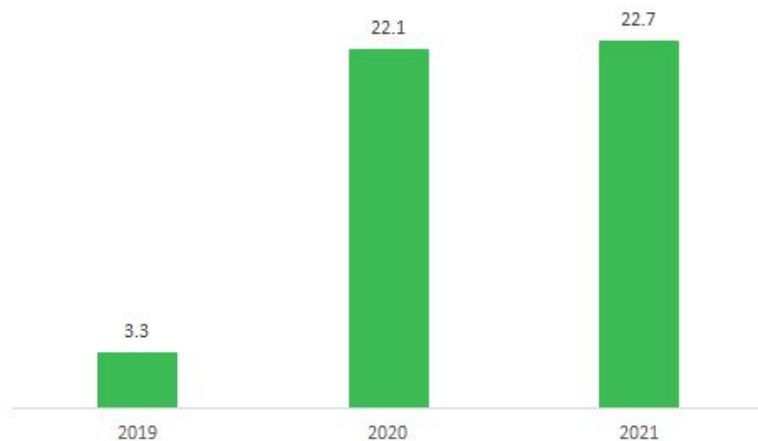**~ 75% of users are concerned after 50 million account breach in 2018**

Not Sure 14%

No 12%

Somewhat 25%

Yes 49%

Our Findings

It's not just emails and passwords getting hacked
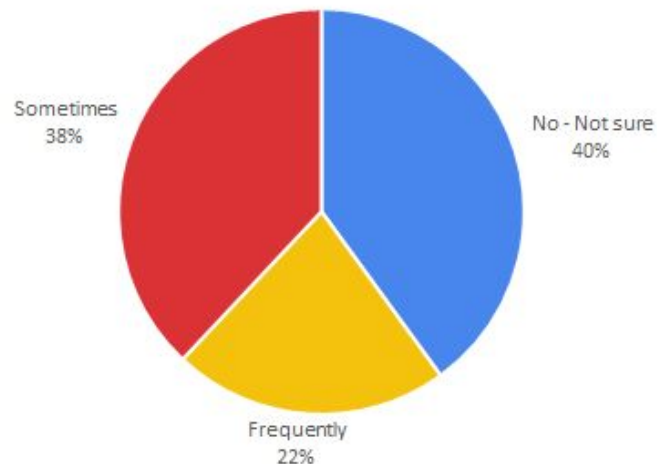
Data breaches in Health Care Providers - USA
Breached users in MM

Very sensitive information like home address, medical records, genetic and biometric data is frequently targeted

40% of users are not informed about about digital privacy policies

Mark Amir

The Confused Millennial | 28 | Spokane, WA | Accounts Specialist

"I want to know how I can better protect my privacy, but there are not enough convenient and accessible resources to help me with this"

Behaviours

- Hears about online privacy and security, but doesn't fully understand the issues

- Spends a lot of time online

- Active on social media

Goals

- Wants to understand importance of digital privacy

- Feel confident in sharing his information

- Make informed decisions about his privacy

Pain Points

- The topic of digital privacy is daunting

- Lack of resources to help improve privacy

- Afraid of being hacked

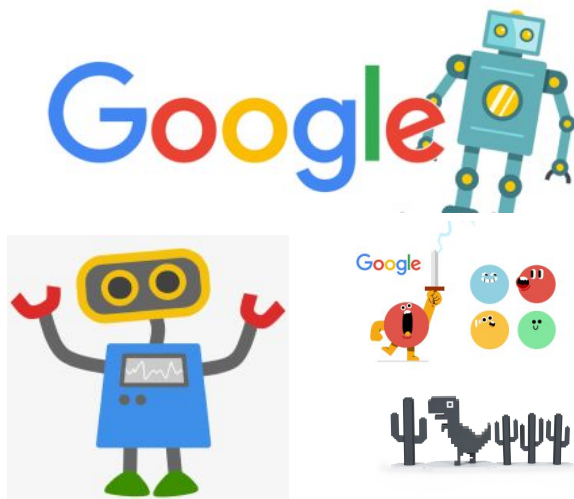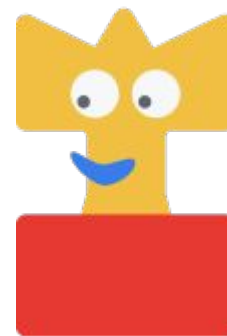# Mark's User Journey Map
For Navigating A Retailer Website

Task	Google searches for furniture	Clicks into a retailer website	Accepts cookies	Selects item to purchase	Creates an account at checkout	Inputs payment information

Feeling

Neutral

Happy

Uneasy

Excited

Confused

Uneasy
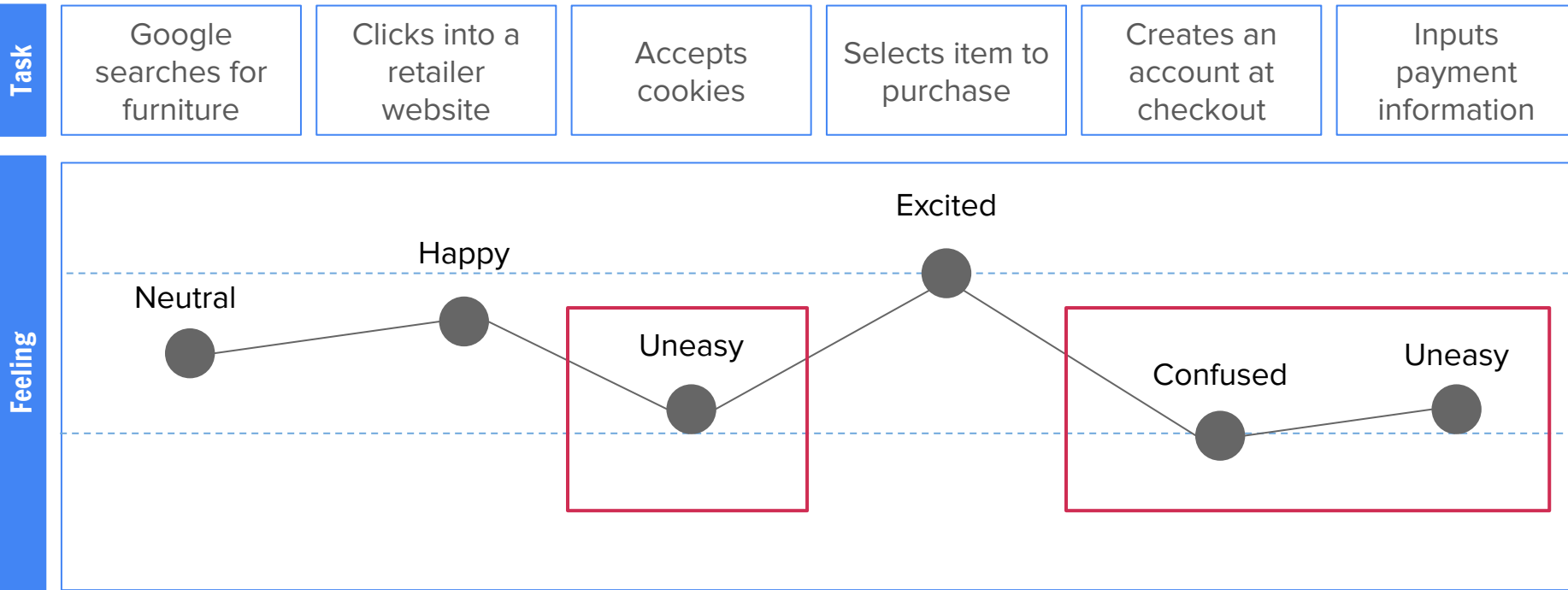
Meet Our Bot, Rookie

Initial

Inspiration

Google Rookie

Design & Usability Decisions

Informational bot
that educates and
empowers users

Designed to
be engaging during
critical moments

Flexibility and
efficiency of use

Accessibility

Color Adjustment

Adjust or remove colors

Adjust contrast & saturation
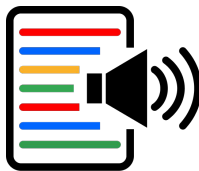
Text to Speech

Supports multiple languages

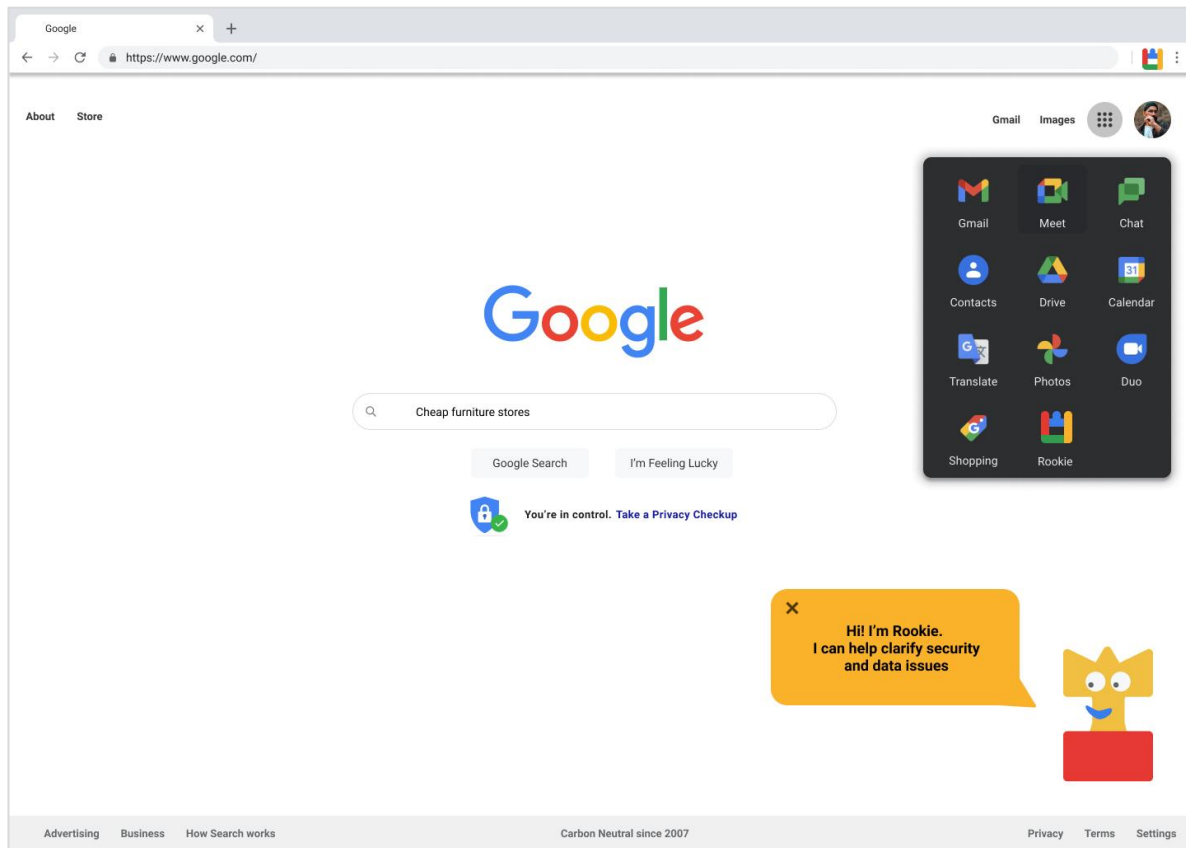Image descriptions

Dictionary
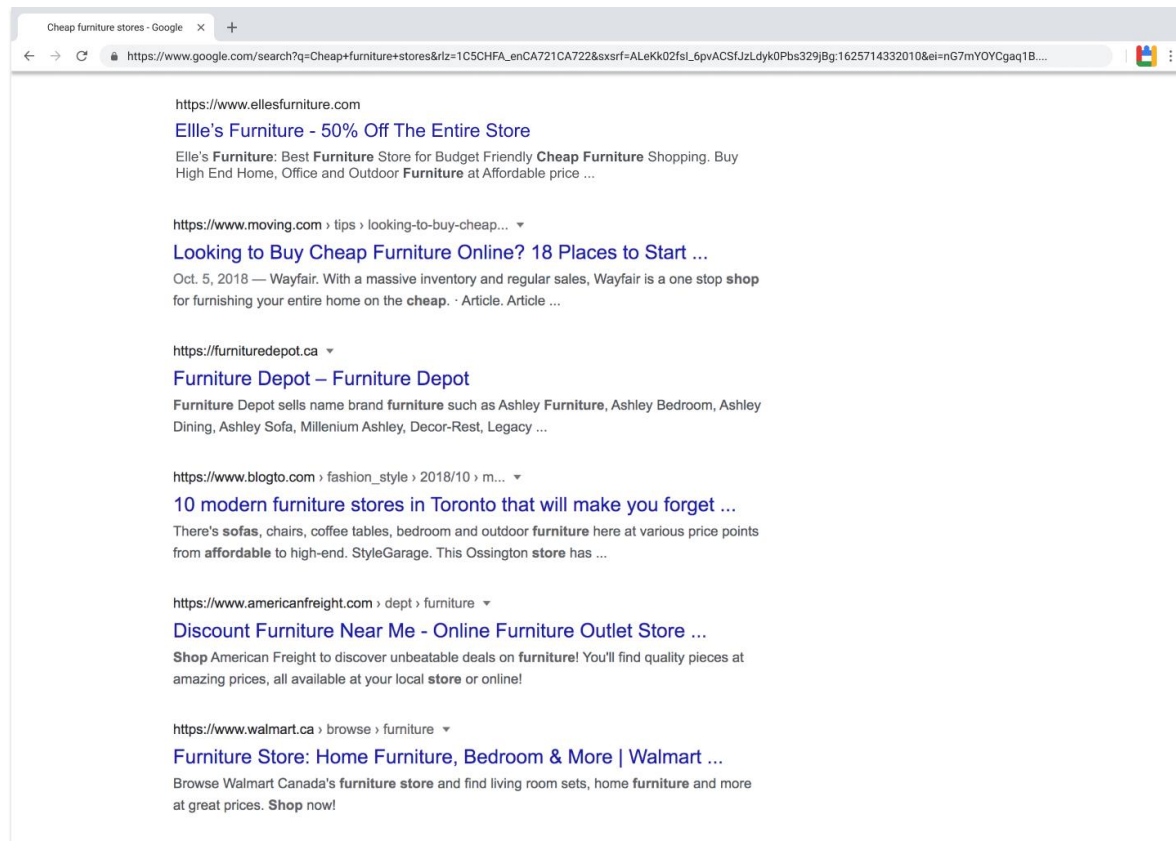
View definitions

Decode jargons

Content Adjustment

Adjust font & font styles

Supports multiple languages

Static Screens

Static Screens

Static Screens

Static Screens

Static Screens

Prototype

Open

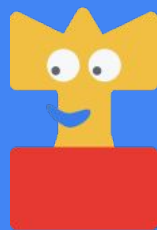# KPI's & Measures of Success

Reduce the number of security breaches

Increase in users who feel informed about their privacy
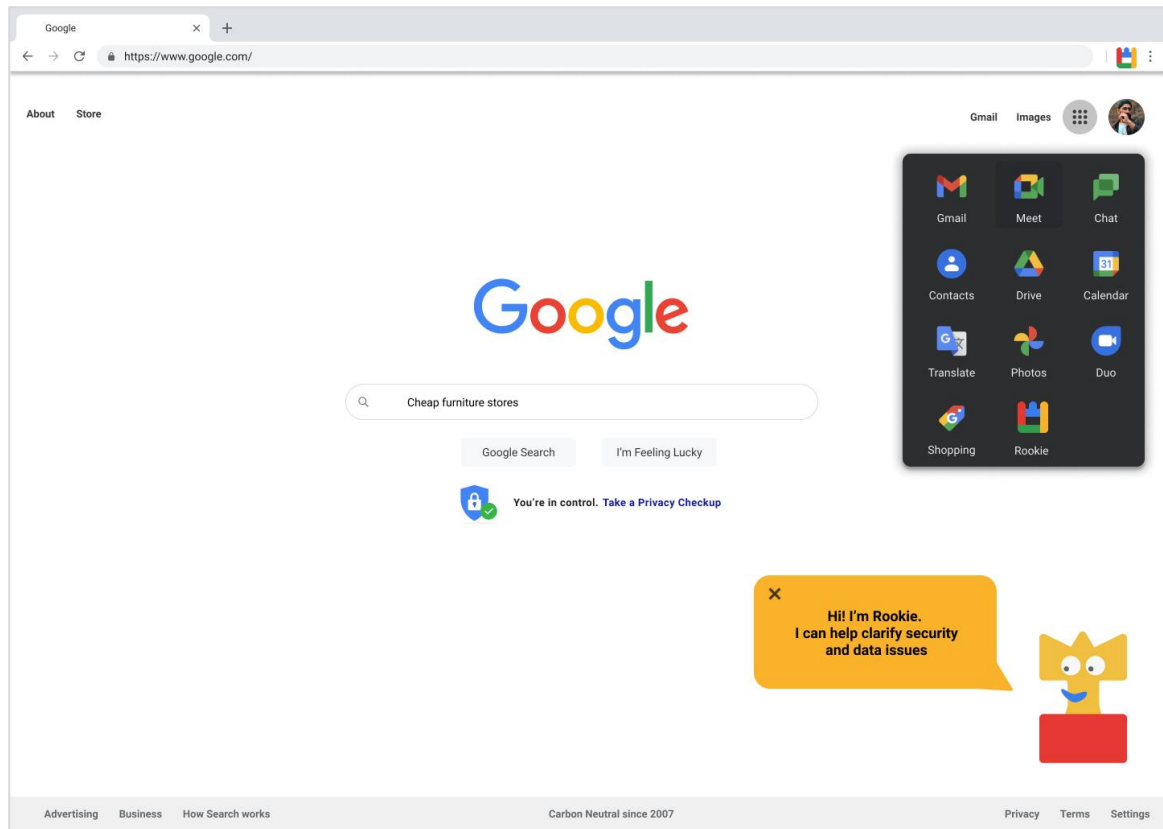
More users adopting and owning safer online habits

Thank You!

Appendix

Our Digital Product

Rookie's Key Functionality

- **Informative** - Educate users on data security best practices.

- **Clarification** - View definitions & simplifies security and data jargon

- **Securely saves the user's data** - Users can adjust their privacy and data settings anytime, anywhere.

- **Syncs with Google Home** - Users can stay up to date with necessary data and security needs.

Figma File

[**Open**](#)