

User Privacy and Personalization



Observations & Insights

Quotes:

"I realized my answers are super controversial. I'm saying yes and no for the same thing."

Unexpected:

Refused to talk about religious statues at first. Later, opened up. Similar privacy concerns could be seen on the internet.



Name: Rashi Anand | In-person Interview
Background: Fashion Design Undergrad Student | Not a tech person | From Dubai

– Did not realize she was contradicting her opinion.

Willing to give data

Wants personalization

- Most open on IG, but trusts IG the least.
- Uses Venmo more, but trusts her bank more.

Quotes:

"I don't trust the government, that's why I keep it on paper."

"Sometime's I click on a person's face without reading their bio."

Unexpected:

Will fight against a robber to keep her journal but won't password protect it. Similar behavior seen in digital spaces.



Name: Eliza Endless | In-person Interview
Background: Jazz musician Undergrad Student | Not a tech person | From Chicago

– Her behavior is opposite to her beliefs.

Willing to give data

Wants personalization

- Does not want to give people but is not password protected.
- Does not trust them, but gives it away anyways.
- Loves the Queer Networking App, Lex as it doesn't reveal the face of a person instantly unlike tinder. You get to know the person better.



Name: Matheus Gonçalves | Instagram DM Interview
Background: Graphic Designer| super informed about tech | lives in Brazil

Willing to give data

Wants personalization

Unexpected:

Snapchat bothers him to the core. Thinks it has become an obsolete app.

Qoutes:

“ Certain data would be important for companies to pass on to the user, this could give user security/ trust. but I understand that maintaing certain data is essential for a company to maintain its security levels more effectively.”

– Behavior was different than in In-person inter-views.

– Believes that personalized navigation is not synony-mous with total security.
– Cares a lot about his data being used. Doesn't trust any company.



Name: Liza Siqueira | Phone-call Interview
Background: Strategic Design Undergrad student| informed about tech | From HongKong

Willing to give data

Wants personalization

Unexpected:

Willing to give me her most valued item, necklace gifted by her mother, in cer-tain situations, and put her most personal memories online, but does not want companies to share their data so her data cannot be viewed globally.

Qoutes:

“ Cookies remind me of chocolate-chip cookies, its why I think I accept them more easily.”

Main Insight:

– Trusts Whatsapp the most to send sensitive informa-tion.
– Prefers no ads, even if they are ads she likes as they distract her.
– Uses her photos app as a collection of her most personal memo-ries.



Name: Ran Zhou | Phone-call Interview
Background: DT Mas-ters Student | Tech Geek | From China

Willing to give data

Wants personalization

Unexpected:

Trusts big companies more than small companies cause she thinks big compa-nies view her as an inferior part and don't have interest in her data.

Qoutes:

“ I don't care. Us chinese people stay quite when discuss-ing ethics and AI.”

Main Insight:

– She is used to the government taking everything away so she just stays careful with what she puts on the net.
– Hates facebook because she finds it too personalized. It forces her to make friends with her friends' friends.
– She thinks Google and Amazon have the best UX. According to her friends AirBnB has the best user experience.

All Project Lead Ideas that were discussed

Least Feasible

1. Book on How to make personalized navigation and data privacy synony-mous 101
2. Icon Language kit based on how the UI of whatsapp and Instagram makes users trust them the most even though they should be the least trusted.

Most Feasible

1. Book on apps that have the best UX from students around the globe. For example:
 - Hongkong: Whatsapp
 - China: Airbnb
 - Brazil: Spotify, Apple music, Wase, Nubank
 - Dubai: Instagram
 - chicago: Lex
2. Book on the best affordance experi-ences by users.

Dumbest

1. Make people user a prototype of a website that asks them for cookies to proceed with their actions, but instead name it- “Data stealing cells.”

Smartest

1. Book on the best personalization tac-tics to steal user privacy/data.
2. Redesign the terms and conditions and see if people are more interested in reading them.