



OnionShare **UX Research Proposal**

Research funded by OTF



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Purpose



To understand OnionShare users and their needs.

Why?

This will lay the groundwork for **repeatable, ongoing long term assessment** of user needs and experiences

Allows for **fast identification and response** to needs as they emerge, change or shift across time



Goals



1

Understanding users: user types, categories and use cases

2

Assess the current state of user experience (UX) on multiple platforms (desktop, mobile apps)

3

Create accurate, data driven public personas



Methods



Methods in context.

Important considerations

Realities of pilot studies

Methods requirements / criteria

Anonymity

Sample sizes



1

Anonymous, task-based usability testing

Hosted on Maze platform

2

Anonymous survey

Hosted on CryptPad

3

Data analysis: web analytics + downloads

Sources: Apple Store, Google Play, Flathub, Snapcraft, webs
ever direct downloads



Participants



1

Users + Job Categories: Original Design

The users and job categories used to guide the original design of OnionShare

2

OnionShare Use Levels

Casual users, Power users, Other users

3

OnionShare Experience Levels

Novice, Intermediate, Expert, Unknown ("I don't know"), Other




Recruitment strategies




Social Media

Twitter
LinkedIn

- 
- Science & Design
 - Individual Contributors


DefCon 2023

Sign up and/or live
participation at Las Vegas
2023, Science & Design
booth

- 
- Science & Design booth
 - Recruiting, flyers, info at the booth
 - Possible testing via on site*

Email Callout

Email to register sent to
those who have subscribed
to be notified about research
opportunities at Science &
Design

- 
- Email sent to all registered to be notified individuals
 - Signed up via Science & Design website



Ethics & privacy



1

Informed Consent

2

Data anonymization and storage

3

Compliance with relevant regulations
and guidelines



Data analysis



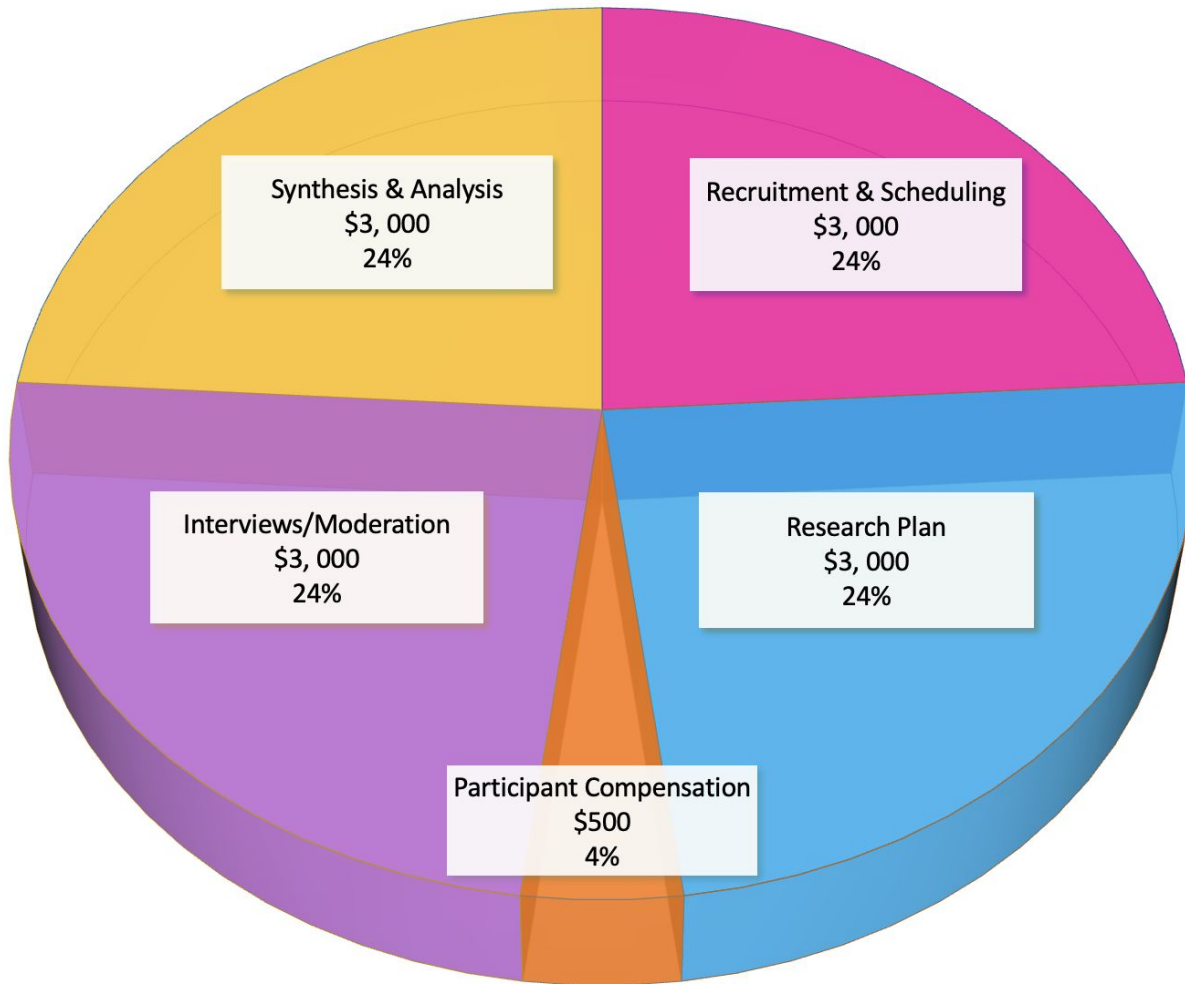
TBD

Dependant on the methods used, the data collected, the sample sizes, etc.



Budget





Timeline, milestones & next steps!



Week 1 Write Research Plan

Week 2 Participant Recruitment

Weeks 3-4 Data Collection

Weeks 5-6 Data Analysis

Weeks 7-8 Reporting & Communication



Summary



1

Pilot study: in addition to the expected impact on product and service design and development, the research process and methodologies will be used to inform best practices for research at Science and Design, while laying the foundation for future research activities

2

Assess OnionShare desktop and mobile apps: The expected impact on product or service design and development will be enhanced user experience, identified opportunities for improvement, and the ability to tailor future development based on user needs.

3

Next steps and follow-up activities will be to implement recommended changes, monitor user feedback, and conduct follow-up research as needed.



Thank You!

