

Continuous User Research

Participation Meeting

08.05.2025



Agenda

- 1 Continuous User Testing and Research
- 2 Research on User Trust and Data Sharing - Scope
- 3 Findings and Challenges
- 4 Testers wanted

Human-centered Design

We take a human-centered design approach from the very first days of the project, to create products and services that are meaningful and genuinely useful to users.

To achieve this, we continuously test our ideas, designs, and developed solutions with users.

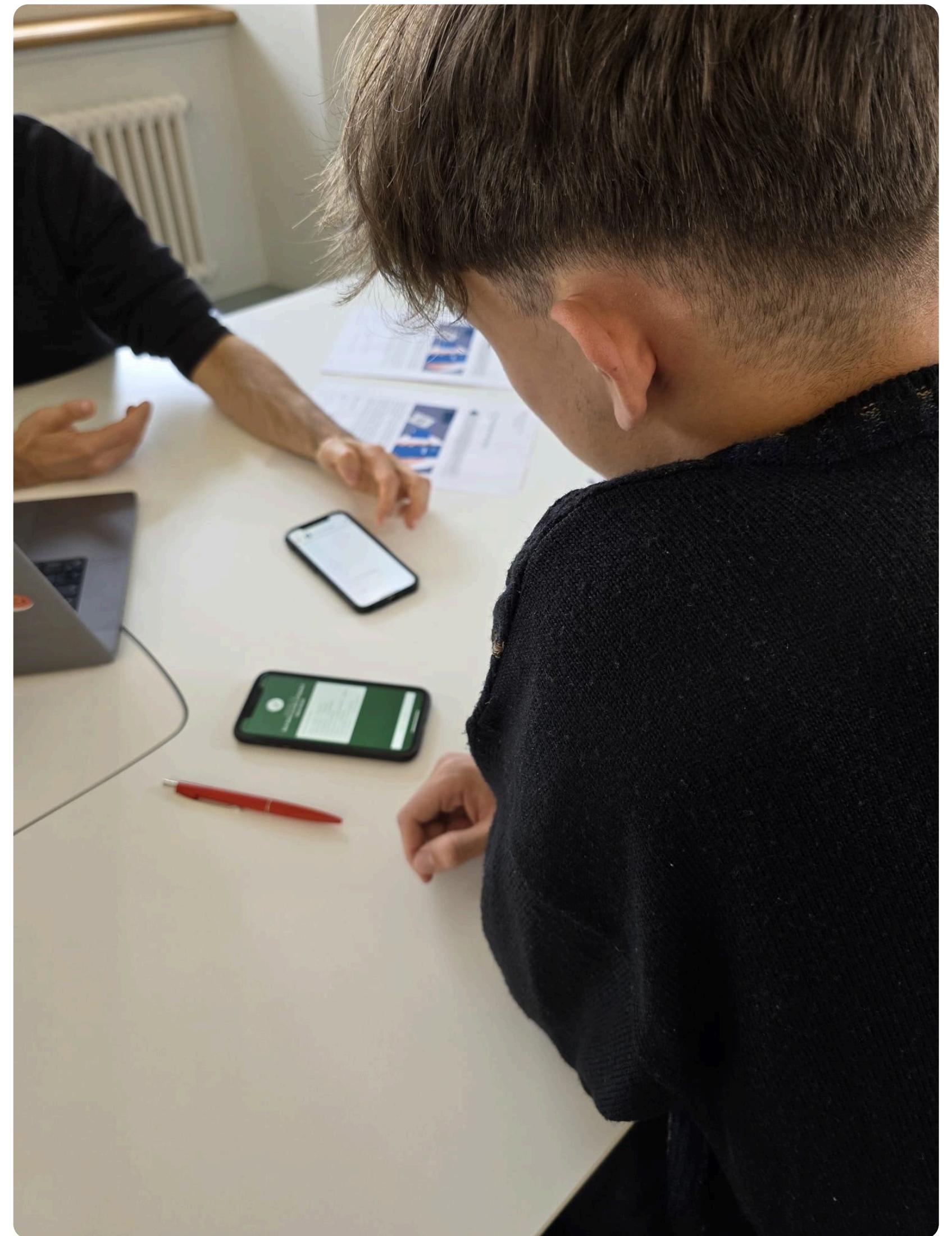
Continuous User Testing and Research

Since beginning of 2024:

46 qualitative interviews

241 quantitative feedback

556 individuals in the user pool



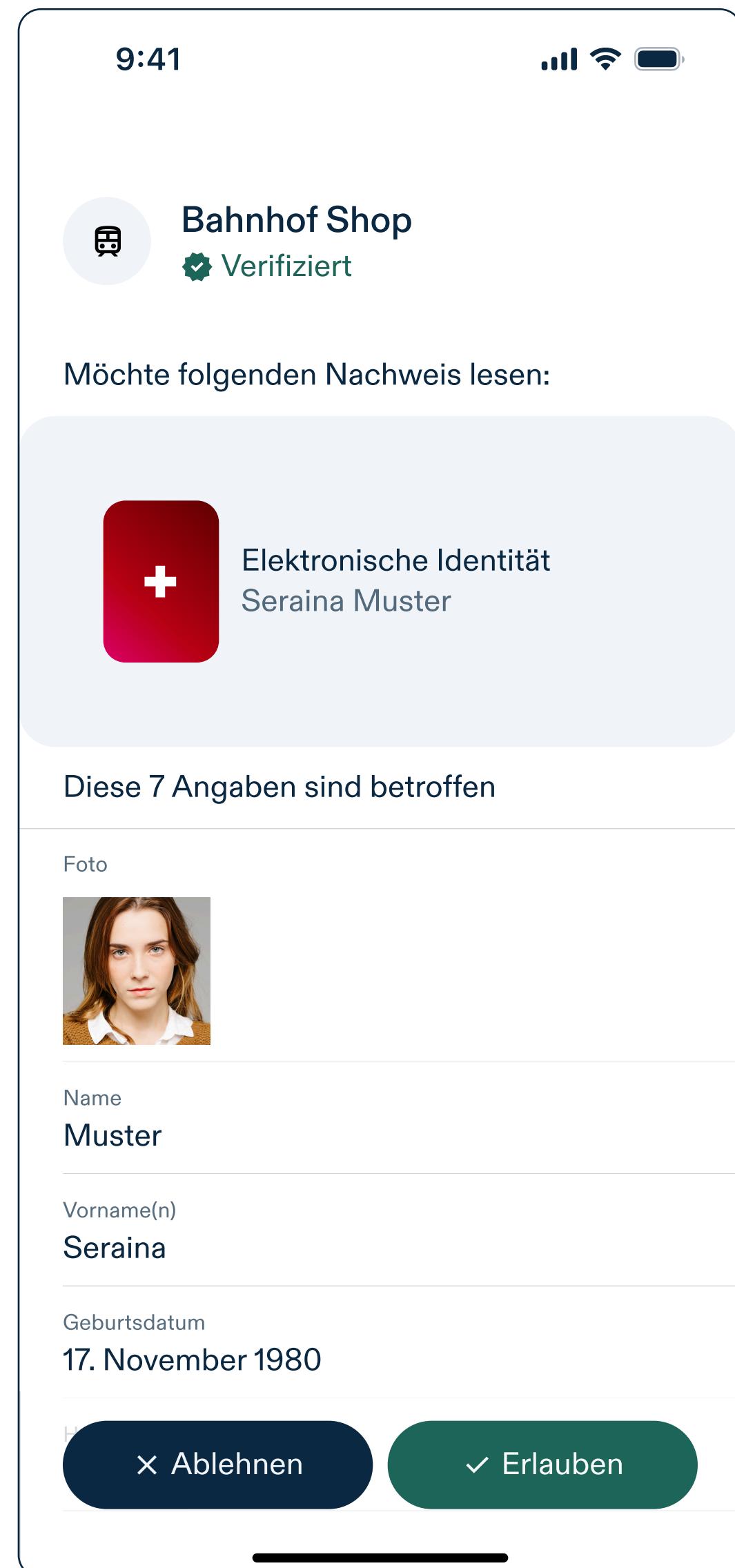
Research on User Trust and Data Sharing

Research on User Trust and Data Sharing - Scope

Building User Trust in Data Sharing: What Drives Confidence and Safety?

Research Objective:

To understand the factors that help users make informed decisions and feel in control when sharing their personal data.



Research on User Trust and Data Sharing - Method

User Target group



6 Men



4 Women



Between 30 and 50 years old

Testing method

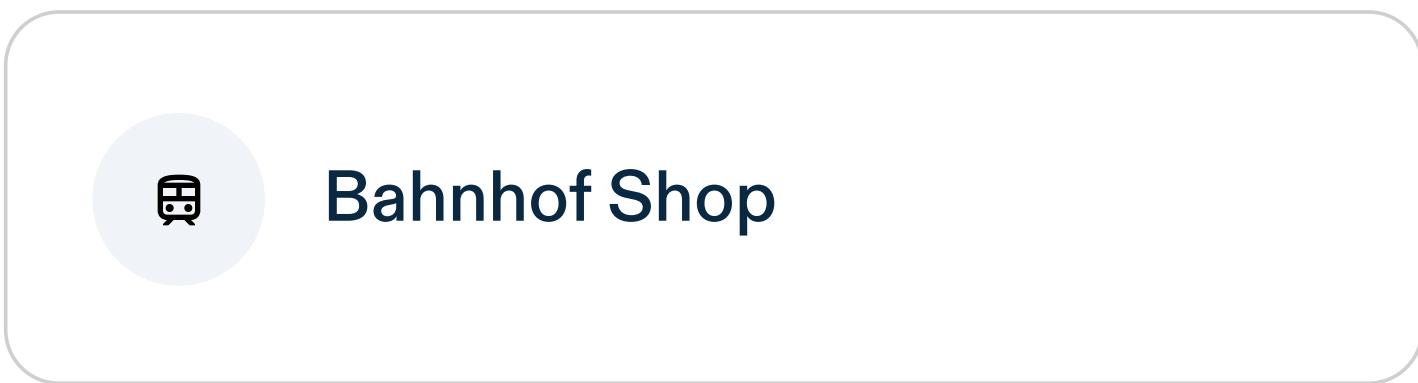
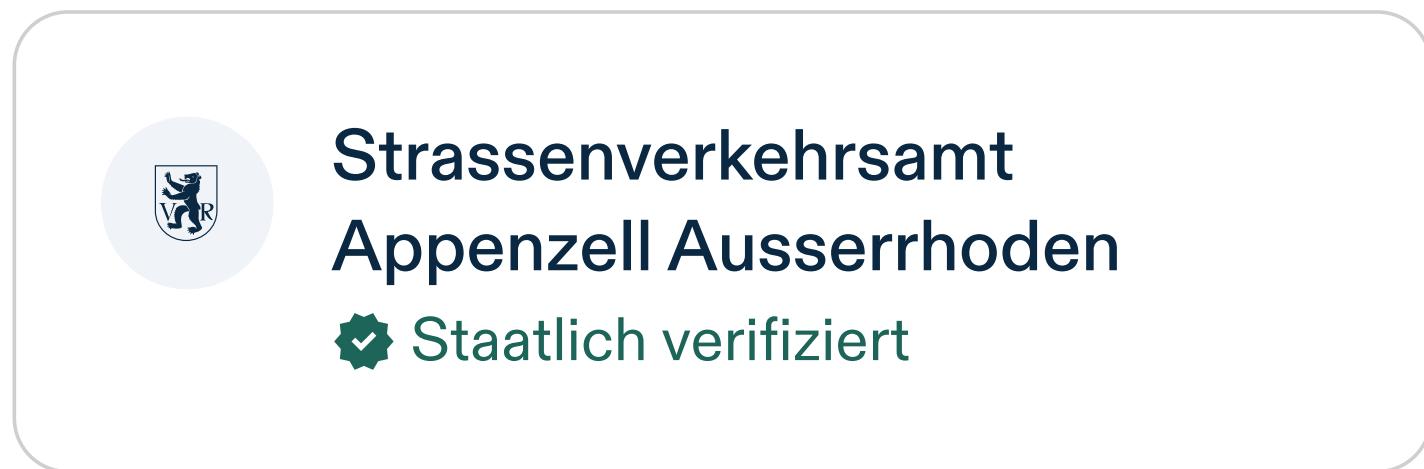
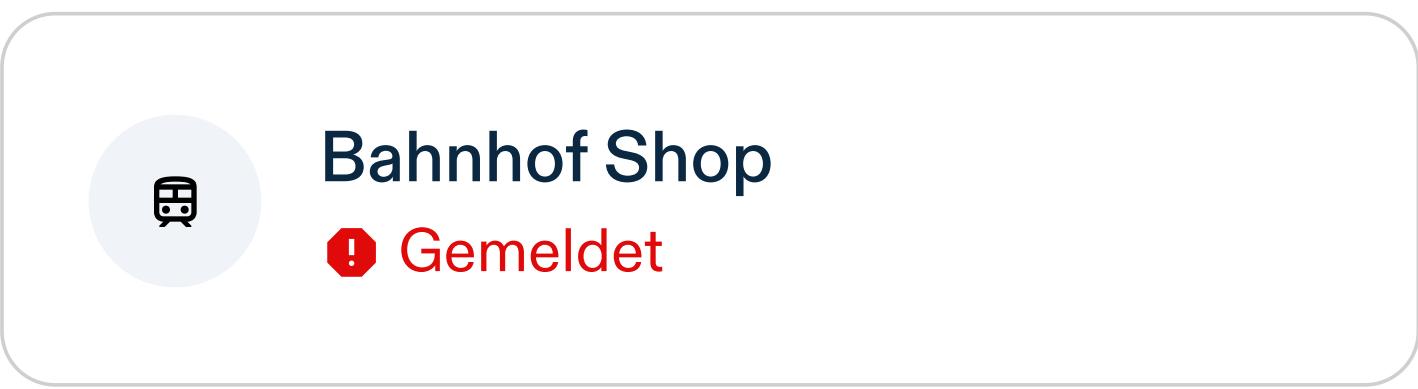
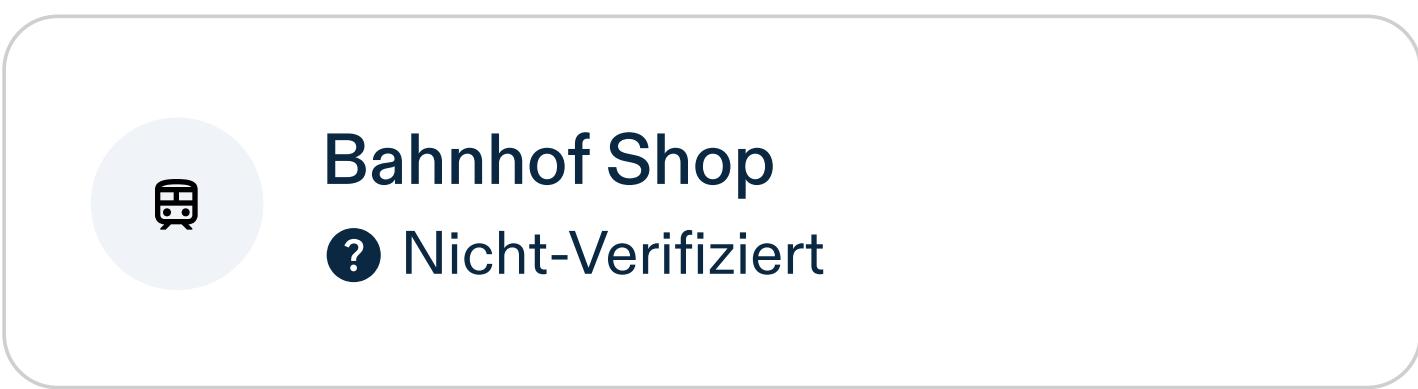


Qualitative Interviews



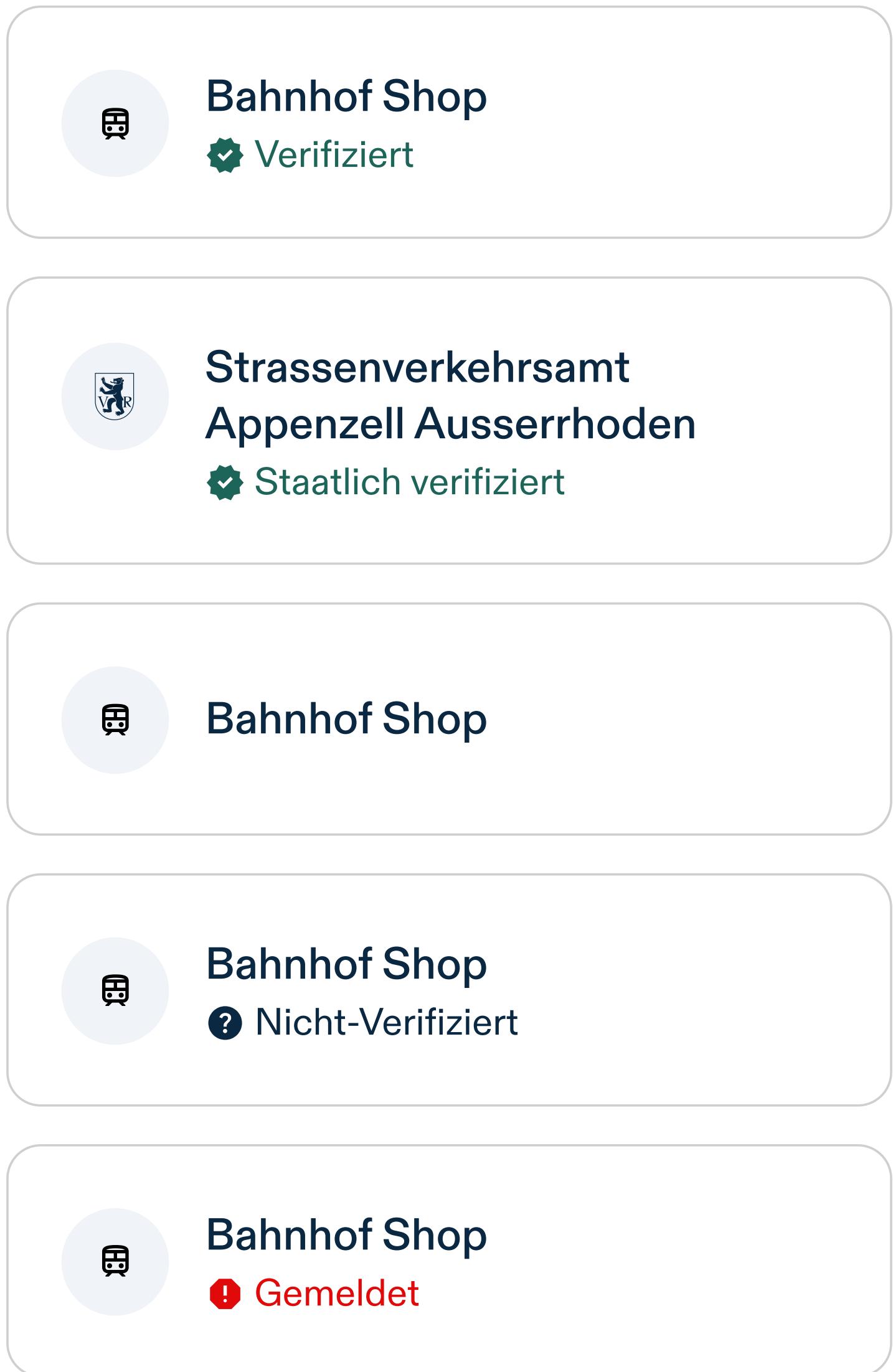
On-Site and Remote

Trust Status - Various Variations

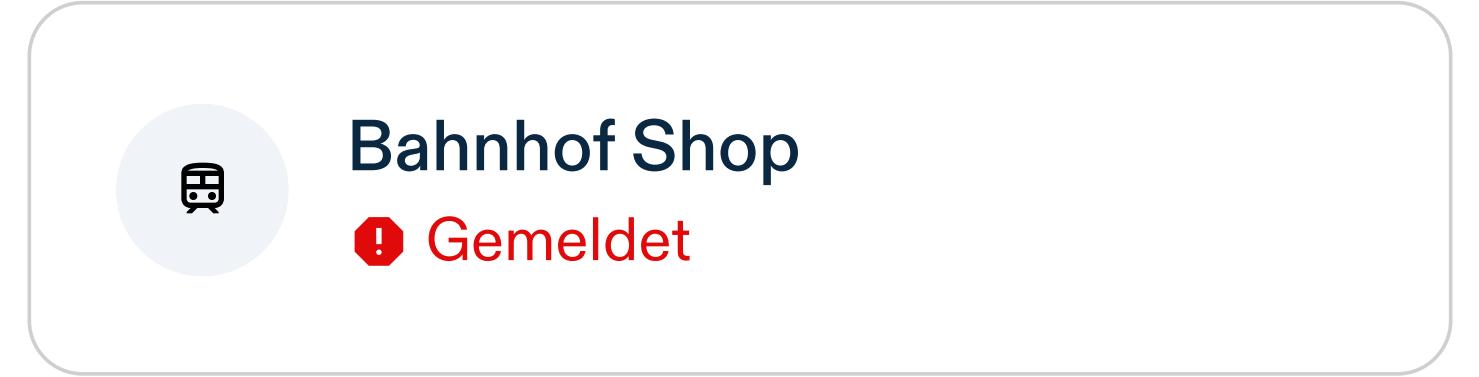
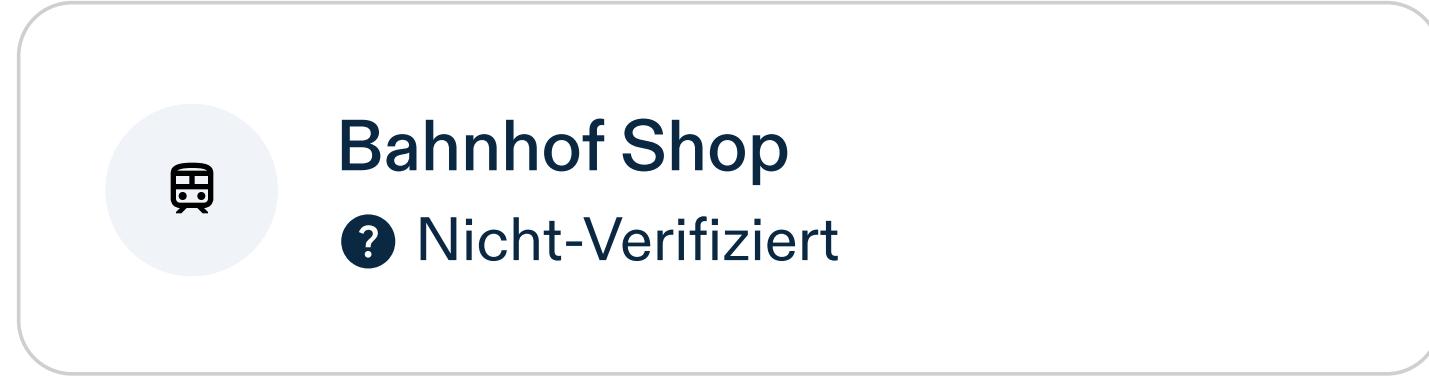


Trust Status - Key Findings

- Red label = no trust
Green label = full trust – regardless of wording
- *Verified* status: builds a high level of trust – stronger than initially expected
- *Not-verified* status: user tend to be more cautious about sharing their data, with their decisions being highly context-dependent.
- The context together with the requested data have a significant impact on users' trust



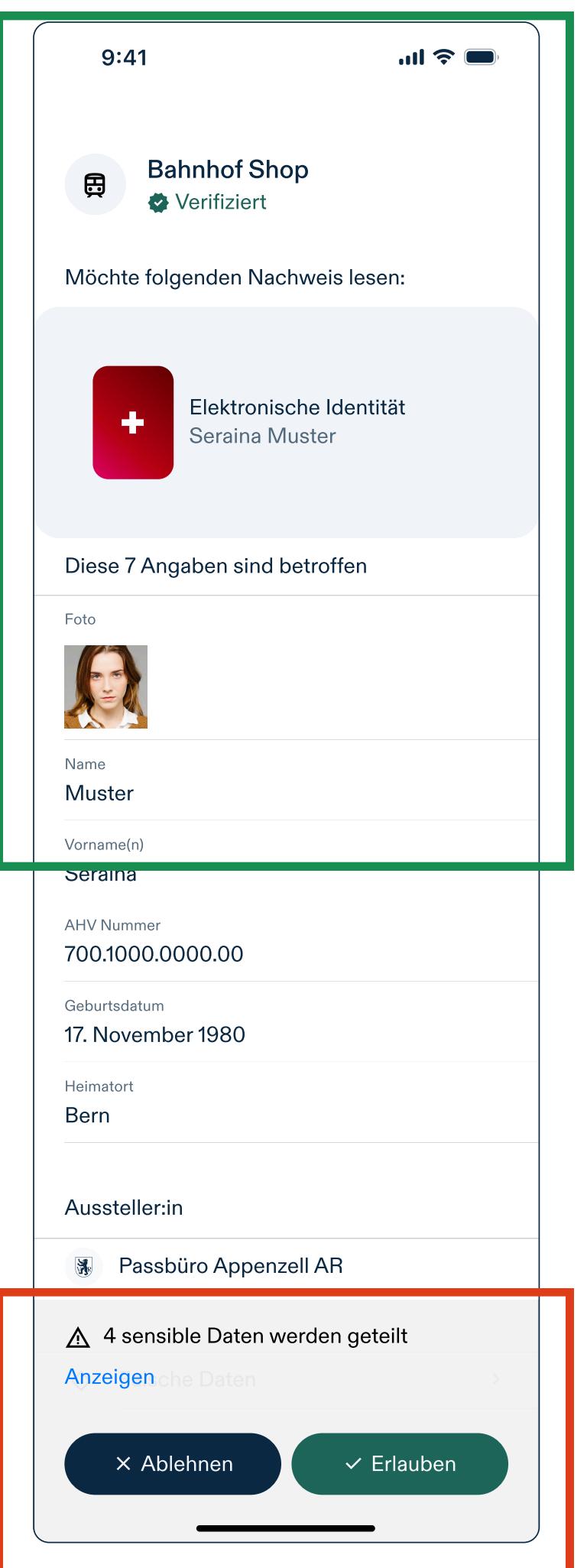
Trust Status - Validated Selection



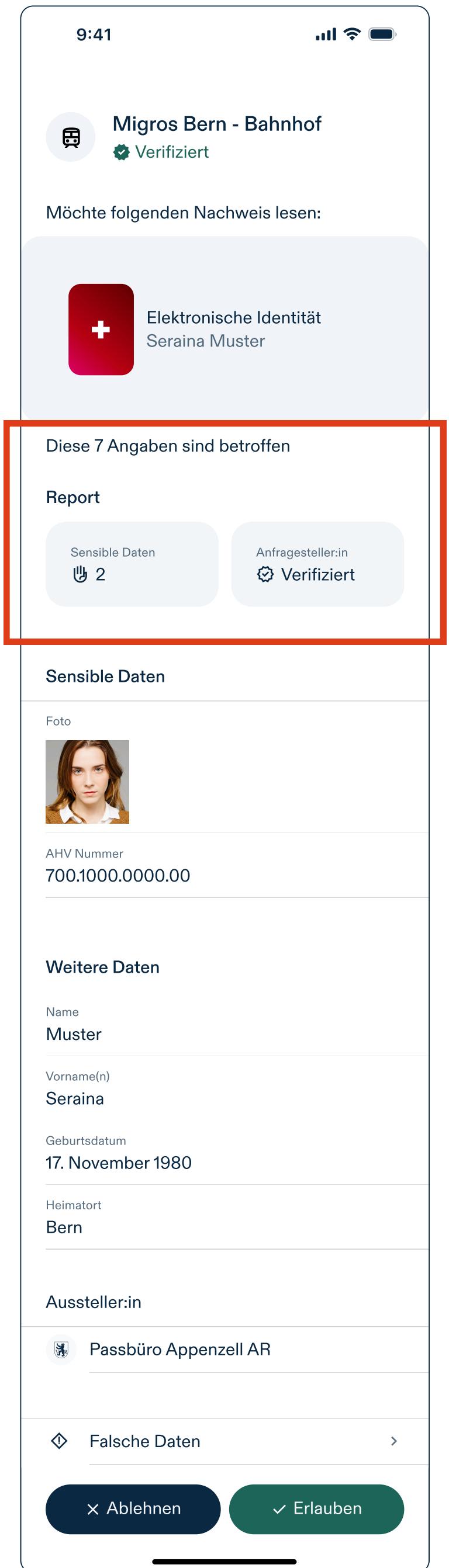
Sensitive Data and Overview

Key Learnings:

- For users, seeing what exact data is being shared is more important than how it is labelled.
- The perception of data sensitivity depends on an individual's personal sense of privacy.



VS.

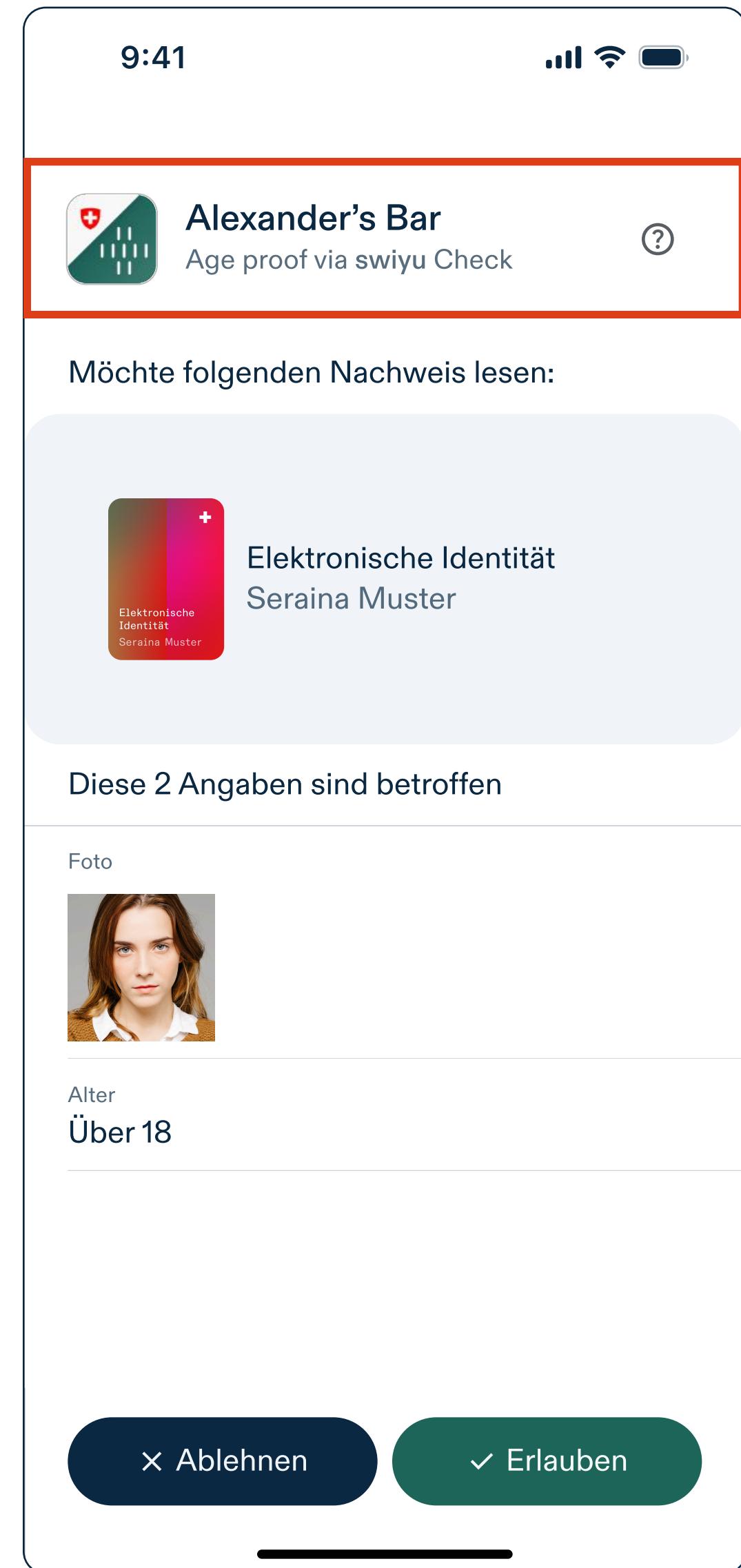


swiyu Check

What impact does « via swiyu Check » have on user trust?

Key Learnings:

- Trust was high when only minimal data was requested
- Additional information on the check app was easy to find
- Type of data and context were more important than the profile name of the requesting entity



General User Feedback

It's from the government – I trust it.

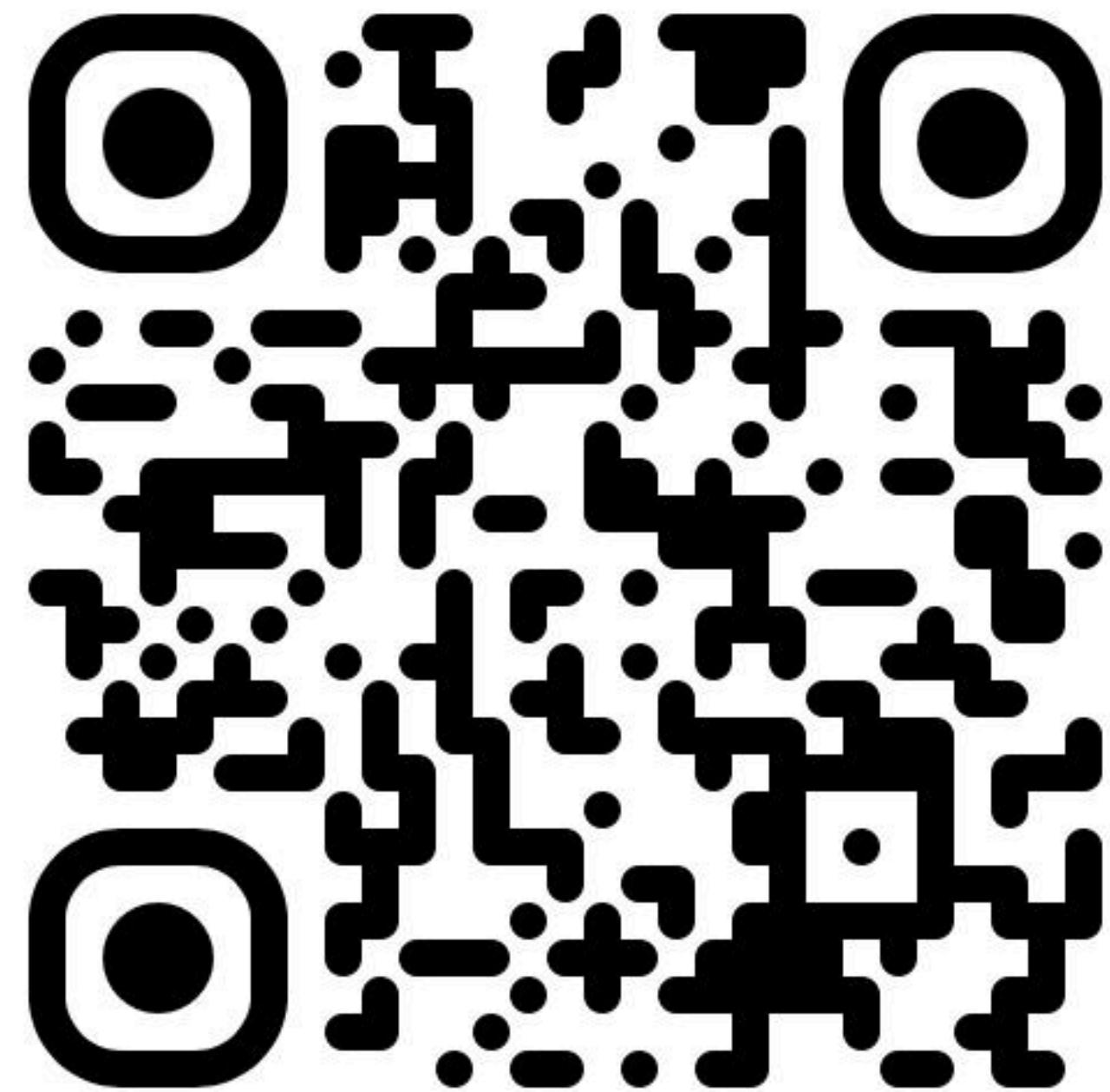
With all these steps, using the physical ID might be quicker. → NFC?

If it's green, I trust it. If it's red, I don't.



Testers wanted

Join Our User Pool – And Invite Others to Shape the Future With You



<https://findmind.ch/c/GkD2-ycCJ>

