

Data Stats

Google Industry Day

Chamber of Secrets

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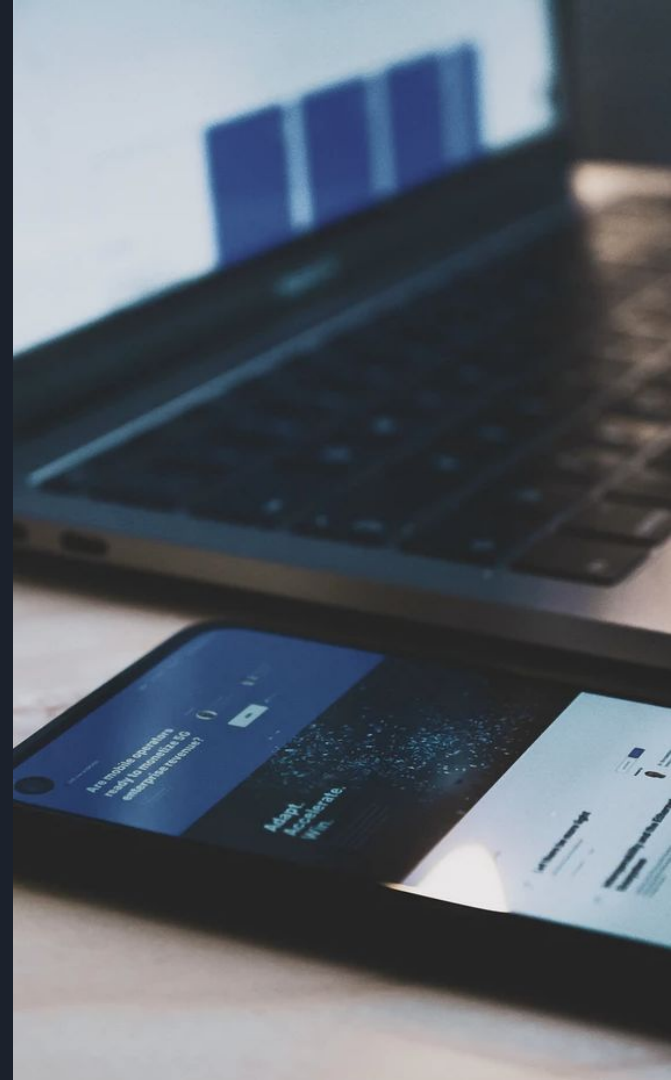
Agenda

- Problem Space and HMW
- Secondary Research + Data Set
- Persona
- Ideation & Design Decisions
- Website

Problem Space and HMW

By empowering users through information, education, or digital tools and/or in order to increase users' understanding of how their data is collected/stored/used

How might we create meaningful solutions to improve user privacy through data education?



Secondary Research

97%



97% of Americans say they are never asked to approve privacy policies

But, only about one-in-five adults overall say they often read a company's privacy policy before agreeing to it.

36%

36% say they never read a company's privacy policy before agreeing to it.

79%

79% of Americans report being concerned about the way their data is being used by companies

Proto Persona:

Needs

1. Control over personal data
2. Data usage transparency

Behaviours

1. Usually clicks Agree to Privacy Policy but never actually reads

Pain Points

1. Have to research online through multiple sources
2. Would like to know a trustful website to be aware of what kind of data companies are gathering

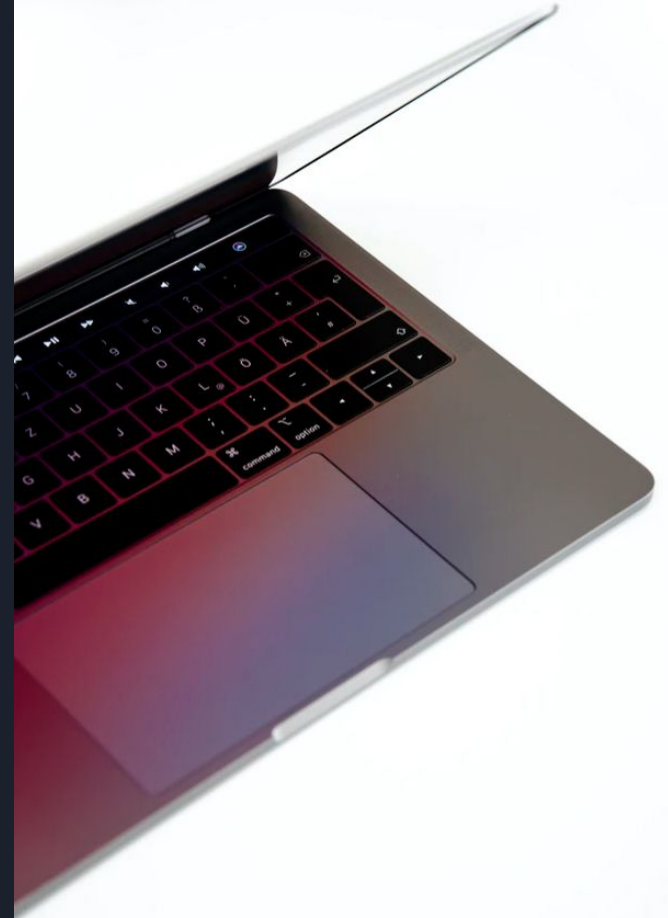


Anthony / 47 year old

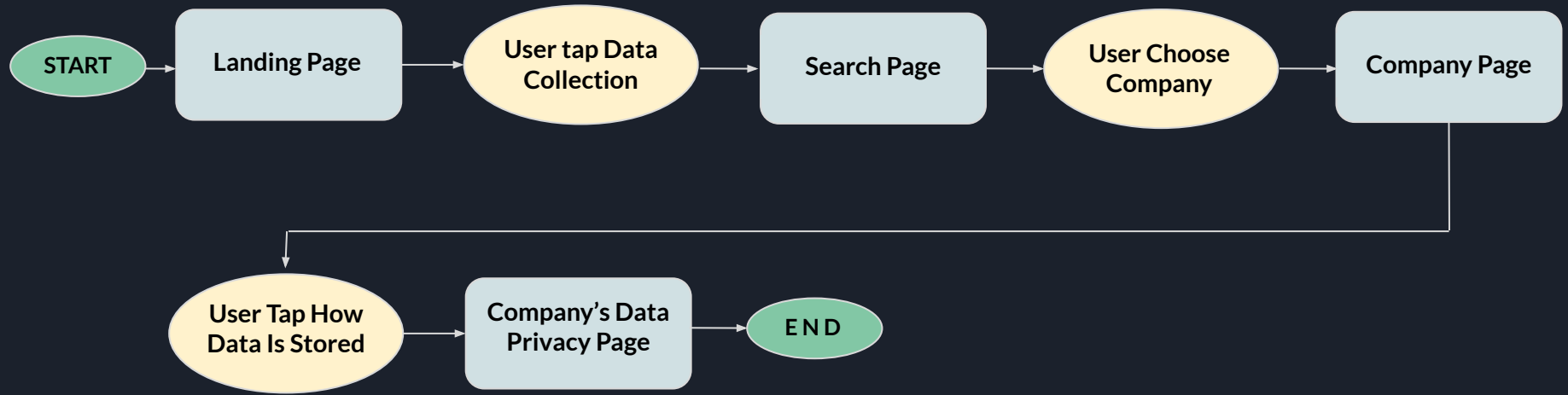
Ideation

The idea is a repository of data privacy facts by each company. The users can search among the common brands and learn more about how each brand has dealt with data privacy in the past.

To develop this educational website, we used the Portuguese Bank Marketing data set provided by Google and used it to show an example of a more popular bank - TD Bank - for presentational purposes.

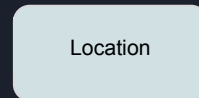


User Flow



Task: explore general data taken from companies

Legend



The Website

DATA STATS

[About Us](#)

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Learn more about data privacy.



WHAT IS
BEING
COLLECTED?



WHAT DO
COMPANIES
DO WITH
YOUR DATA?



WHAT DOES
THIS DATA
HELP THE
COMMUNITY?



HOW DO
WE STOP
PERSONAL DATA
COLLECTION?

Scope of Data

Potential of basic information

Perspective of benefit of data

What a user should expect?

Next Steps

- Generate a personal search within each company so that the tool is more personally curated
- Privacy setting only users can access to make the website more secure

Thank you!

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