Consentful UX

Johanna Bates & Clayton Dewey
DevCollaborative.com
Who are we?

Johanna Bates
@hanabel on Twitter
@hanpersand on Drupal.org

- Co-founder of DevCollaborative
- Front-end dev for 22 years
- Interest in web accessibility

Clayton Dewey
@claybolto on Twitter
@cedewey on Drupal.org

- Product Owner at DevCollaborative
- User Experience Designer for 11 years
- Focus on usability and empowerment

DevCollaborative.com
Design persona - what we want to be

- **FUN** but not childish
- **FUNNY** but not goofy
- **POWERFUL** but not complicated
- **HIP** but not alienating
- **EASY** but not simplistic
- **TRUSTWORTHY** but not stodgy
- **INFORMAL** but not sloppy
Design persona - what we actually are

- **Pushy** but not threatening.
- **Entitled** but not full-on aggro creeper.
- **Needy** but not desperate. Well ok actually yes a little bit desperate.
These UX patterns manipulate users, to try to get them to do something that we want them to do.
Popups, modals, & notifications

These patterns are more than mildly annoying.
Delete the "Most Important Thing Ever" project?

This will delete the project, along with the following:
- Any unassigned tasks that are only in this project
- Any Custom Fields local to the project
- Any rules in the project

[Cancel] [Delete]
7. Customize Design for Different Devices to Avoid Annoying Google

A few years ago, Google announced its new interstitials policy.

That scared a lot of marketers because it meant site owners could be punished if intrusive popups were misused on mobile.

If you can’t use them, period. It just means you have to make sure your popups follow best practices.

As you screen space on mobile, you need to reduce the included in your popup.

You can create a desktop popup and then switch to mobile edit the elements you want to change for mobile.

You have to create two separate popups, but only adjust the popup.

Factors to consider when editing the design of your mobile

Always unlink the elements you want to change so the picture in your mobile popups doesn’t affect your desktop.
Users hate them
Bumps in metrics

- List size
- Number of petition signatures
- Open rates
- Website traffic
Are you also measuring

- How many users did you annoy and lose?
- How many people entered fake email addresses?
- How many sales or donations did this UX pattern actually result in?
Forcing the redirection of a user’s attention is coercion.

Attention is the behavioral and cognitive process of selectively concentrating on a discrete aspect of information, whether considered subjective or objective, while ignoring other perceivable information.
Attention: A limited resource

One might object that for many people, fortunately, COVID-19 does not pose the same kind of threat as a snake encountered in the undergrowth. Our social systems provide us with protections that are previously unimaginable and we are much better prepared to deal with crisis situations.

And, learning situations established by educational institutions — whether in-person classes or online classes — do not require that students forego their attention and consciously control their experience, a great challenge we are able to meet all students by ensuring that the

The cognitive psychologist Dan Ariely, one among the first to propose that some cognitive processes require more attention than others. This is particularly the case for activities involving the conscious control of cognitive processes (such as
Cognitive overload affects users with:

- Mental health challenges
- Attention deficit & other cognitive issues
- Users navigating in a second language
- People with a lower level of tech literacy & comfort
- Anxiety
- Stress
We’re not respecting users.

Coercive UX shows we don’t trust our users to find ways to engage with us if and when they want to.
Coercive UX patterns manipulate users, to try to get them to do something that we want them to do.
Would you do this with someone in person?

Sign up for Clayton’s 🔥Hot🔥 Biz Tipz Newzzzzzzletter!! 😲😲😲😲

Yes, make me a billionaire!  No thanks, I am a loser.
We can do better.

Here is a framework we can use to make more respectful, more consentful UX.
What is Consentful UX?
Consentful technologies are digital applications and spaces that are built with consent at their core, and that support the self-determination of people who use and are affected by these technologies.

Source: consentfultech.io
CONSENT

Freely Given
Reversible
Informed
Enthusiastic
Specific

Planned Parenthood®
Freely Given

If an interface is designed to mislead people into doing something they normally wouldn’t do, the application is not consentful.
Freely Given

Coercive

1. Pop-ups, modals, interstitial videos
2. “Manipulinks” & coercive copy
3. Autoplaying video or audio
Don’t Miss Important Election Updates & Other Top Stories

Get The Daily News Flash newsletter, delivered free to your inbox

Email:  
SIGN UP FOR FREE  

I'm not interested

(By providing your email address, you consent to receive emails and special offers from the New York Daily News.)
Making Friends with Alice Dyson
Poppy Nwosu

{ Walker Books US }
RELEASE DATE: SEPTEMBER 15, 2020
$17.99 Buy It Now

Alice Dyson has heard the rumors about Teddy Taulai: He's a bad boy who isn't worth her time or energy. She's smart and she's so focused on her future that she doesn't have many friends or a life outside of her academics; all of the time she doesn't spend studying she spends with her best friend May. But when Teddy sets his sights on Alice and a moment between them goes viral, people begin looking at Alice the way they used to look at Teddy, and she's coming to learn just how rapidly rumors—even those that are untrue—spread.
Almost gone. There's only 3 left.

Etsy

78% of places in New York for your dates and guests are already booked. You may want to book soon.

Airbnb
## Freely Given

<table>
<thead>
<tr>
<th>Coercive</th>
<th>Consentful</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pop-ups, modals, interstitial videos</td>
<td>1. Newsletter sign up in flow of content, header, or footer</td>
</tr>
<tr>
<td>2. “Manipulinks” &amp; coercive copy</td>
<td>2. Call to action appearing at the end of an article</td>
</tr>
<tr>
<td>3. Autoplaying video or audio</td>
<td>3. Light use of animation, play button, pause button</td>
</tr>
</tbody>
</table>
Reversible

In technology, you should have the right to limit access or entirely remove your data at any time.
Reversible

Coercive

1. No mention of how to delete data
2. Onerous process for deleting data
3. Unsubscribe links in teeny tiny font with low contrast
Corporate Accountability stops transnational corporations from devastating democracy, trampling human rights, and destroying our planet. We are building a world rooted in justice where corporations answer to people, not the other way around -- a world where every person has access to clean water, healthy food, a safe place to live, and the opportunity to reach their full human potential.

State Disclosures.

Write to us at info@corporateaccountability.org or call us at +1-800-688-8797 (U.S.).

Corporate Accountability
10 Milk St, Suite 610, Boston, MA 02108
Update Your Information

First Name
Last Name
Address
City
Zip/Postal Code
Language

SAVE CHANGES

Unsubscribe

Do you really want to unsubscribe from Corporate Accountability’s emails sent via Action Network?

NO, NEVERMIND
YES, UNSUBSCRIBE ME
Reversible

Consentful

1. Clear, easy to find instructions on deleting data
2. Easy to unsubscribe

Coercive

1. No mention of how to delete data
2. Unsubscribe links in teeny tiny font with low contrast
Informed

Consentful applications use clear and accessible language to inform people about the risks they present and the data they are storing, rather than burying these important details in, for example, the fine print of terms & conditions.
Informed

Coercive

1. Dense, unreadable privacy policies, ToS
2. Clause to change privacy policy at any time without notice to users
3. Not translated / translated poorly
Informed

Coercive

1. Dense Privacy Policy, ToS
2. Clause to change Privacy Policy at any time without notice to users
3. Not translated / translated poorly

Consentful

1. Easy to understand Privacy Policy, ToS
2. Notify your users when your privacy policy changes (GDPR, laws in some US states)
3. Language that users speak
If people are giving up their data because they have to in order to access necessary services and not because they want to, that is not consentful.
Enthusiastic

Coercive

1. Cookie walls or “performative” cookie consent, only an “accept” button
2. Aggro-notifications
Effective Tips for Staying Healthy During Quarantine

The day the coronavirus outbreak made headlines, everyone woke up to a world different from the one they once knew.

This new and unfamiliar world was one of businesses shutting down, people working from home, others losing their jobs, favorite hangout spots being closed, quarantines and lockdowns being enforced, everyone wearing masks if and when they are allowed outdoors, social distancing from others, and constantly washing our hands. It’s a world anyone would sign up for. When it comes to the age of COVID-19, we can only do what healthcare professionals recommend and protect ourselves as best we can.
Turn on Notifications

Know right away when people follow you or like and comment on your photos.

Turn On

Not Now
We are a network of people and projects, rooted in Detroit and connected to hundreds of other places across the globe. Together, we grow and exchange ways of using media to create the world we need.
We're not watching you :)

At AMP, we believe that any browsing information you share should be freely (and enthusiastically) given. Unlike most sites, our browsing is set to private by default.

Enable tracking for alliedmedia.org

If you choose to share your data with us, we will use it anonymously and collect the following data. What we do collect does not individually identify you in any way and uses a customized version of tracking software called Matomo.

• Location
• Device
• Software

• Searches you make
• Pages you view
• Clicks

Sharing data helps us improve the site and our community. If you want to know more about data privacy, visit these resources:

CONSENTFUL TECH ➤

Consensual tech is a movement dedicated to protecting your digital data and self.

PRIVATE BROWSING ACROSS THE WEB ➤

If you'd like to make your whole web experience more private, we recommend the Firefox browser.
Enthusiastic

Coercive

1. Cookie walls or “performative” cookie consent, only an “accept” button

2. Aggro-notifications

Consentful

1. Your site must be functional if you decline advertising and/or analytics cookies, per GDPR

2. Respect users’ notification wishes, don’t nag
Specific

A consentful app only uses data the person has directly given, not data acquired through other means like scraping or buying, and uses it only in ways someone has consented to.
Specific

Coercive

1. No cookie or generic cookie notification
2. Making gender and other personal info fields required when not necessary
Choose which cookies we use

Let us know which cookies we can use. We’ll use a cookie to save your settings.

Cookies that remember pop-ups

These cookies remember pop-ups you’ve seen, so you do not see them again.

- List of cookies that remember pop-ups
- Use cookies to remember pop-ups
- Do not use cookies to remember pop-ups

Cookies that measure website use (analytics cookies)

These cookies store information about how you use our website, such as the links you click on. We use them to help make our website better.

- List of cookies that measure website use
- Use cookies to measure my website use
- Do not use cookies to measure my website use

Cookies that help with health campaigns

These cookies help us show you relevant adverts for our health campaigns on social media, such as Facebook or Twitter.

- List of cookies that help with health campaigns
- Use cookies to help with health campaigns
- Do not use cookies to help with health campaigns

Save my cookie settings
## Specific

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<tbody>
<tr>
<td>1. No cookie or generic cookie notification</td>
<td>1. Specific cookies opt-in settings</td>
</tr>
<tr>
<td>2. Making Gender and other personal info fields required when not necessary</td>
<td>2. Forms with only necessary fields, appropriately designated as required</td>
</tr>
</tbody>
</table>
Methods to Apply Consentful UX

- Design Personas
- Co-design
- Run readability tests
- Run usability tests
Convincing Stakeholders

- Improve SEO
- Trust & respect is good business
- True success goes beyond vanity metrics
Consentful UX Resources

- Consentful Tech: [https://consentfultech.io](https://consentfultech.io)
- Beyond Vanity Metrics: [https://mobilisationlab.org/resources/beyond-vanity-metrics/](https://mobilisationlab.org/resources/beyond-vanity-metrics/)
Thank you!

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