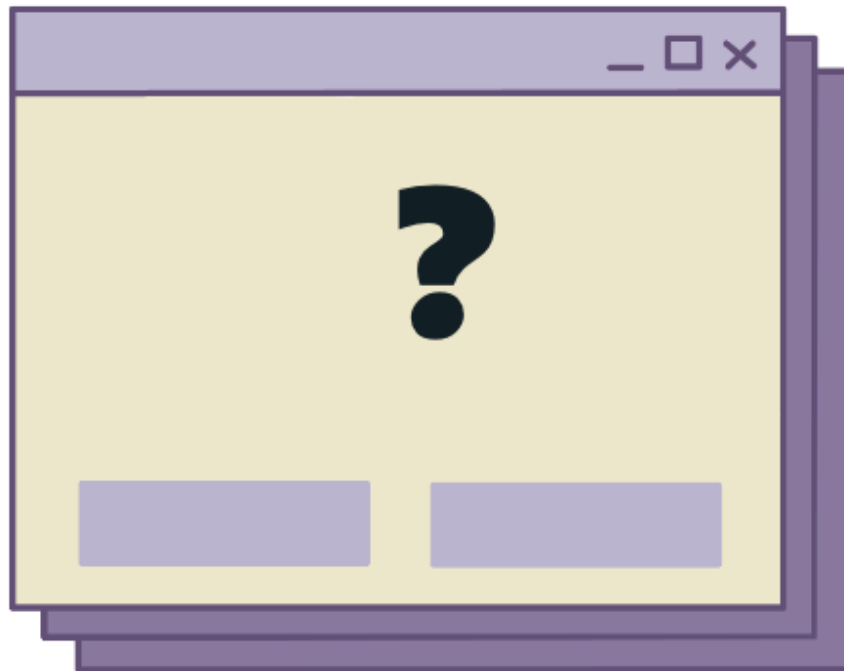



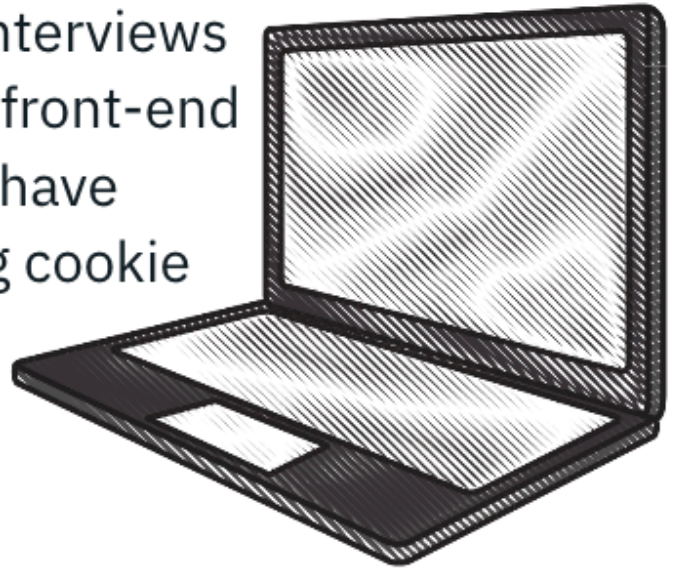
WHO **implements** **cookie banners**



PERSONAS **from fieldwork**

 superbloom

This zine summarizes what we learned from doing interviews with 5 designers and front-end developers who have experience creating cookie banners.



To shift the status quo

allow 🙌 people 🙌 without 🙌
large 🙌 budgets 🙌 or 🙌
specialized 🙌 knowledge 🙌 to

**create meaningful,
user-centered
consent.**



4

- ★ Ambivalent Non-Deciders
- ★ Liability Avoiders
- ★ Discussers
- ★ Solo Travelers

PERSONAS

Ambivalent Non-Deciders

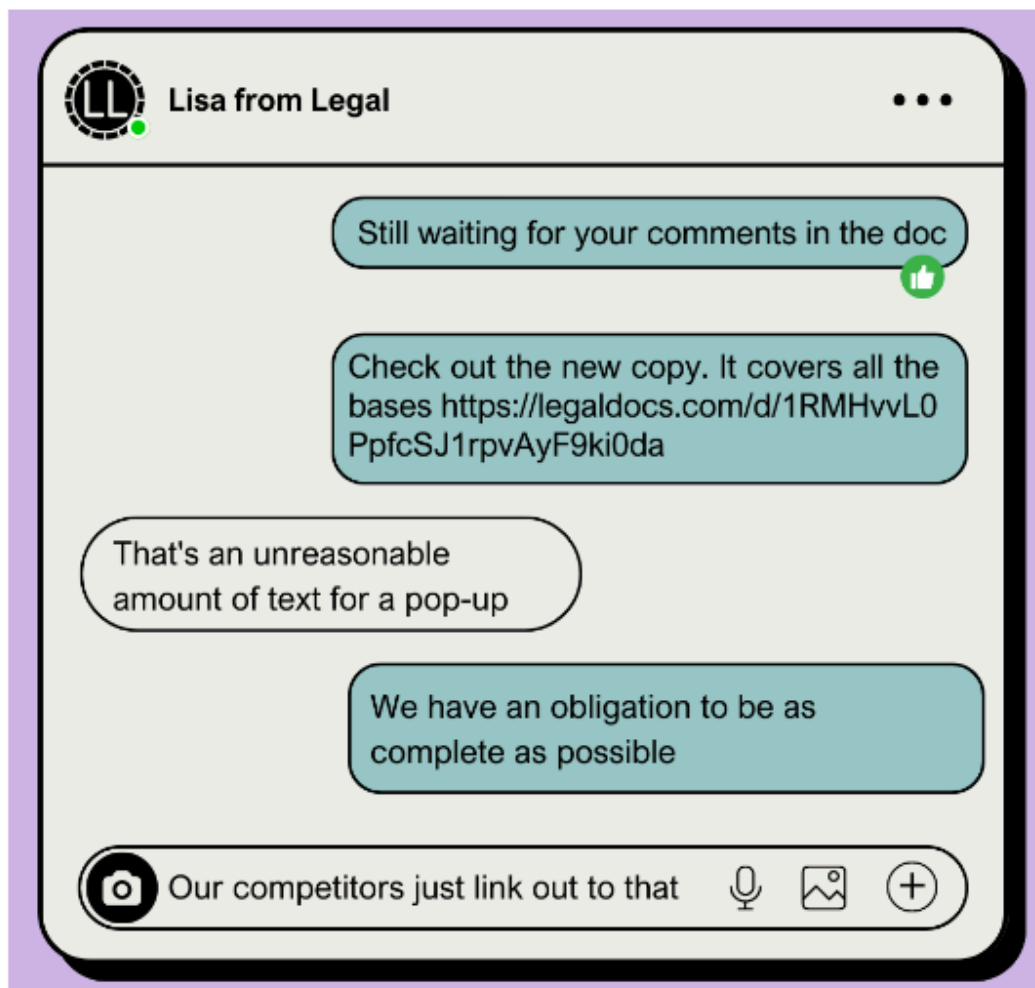


The lack of certainty in enforcement is seen as permission to have no solution and take a wait-and-see approach. Changing the status quo requires a specific complaint or known threat.

Since the work is not prioritized, the implementers are likely to lack resources.

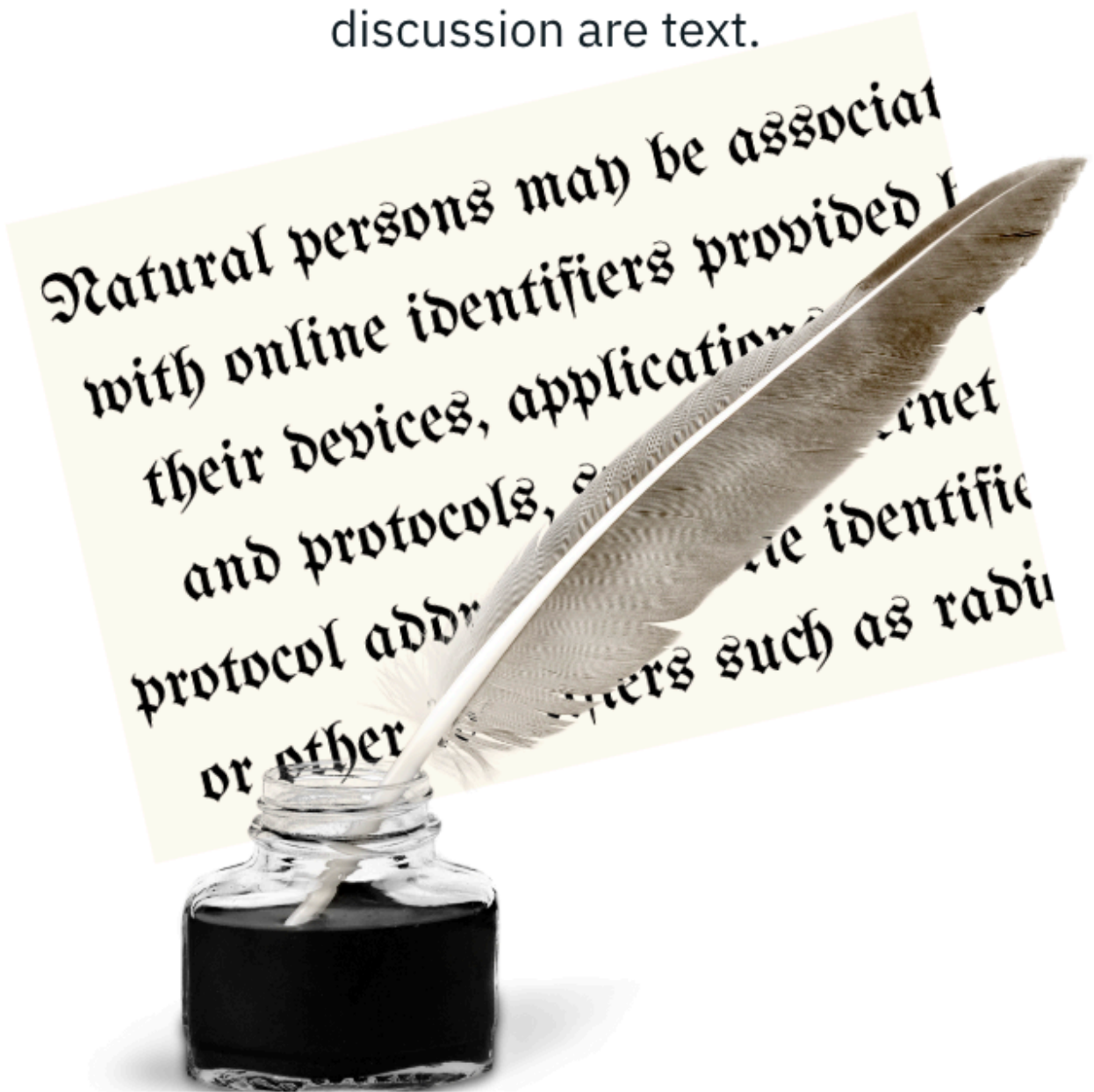
Liability Avoiders

This group is enthusiastic about legal expertise. Lawyers request legal text in the interface, and they consider any deviation from legal texts a risk. Liability Avoiders are open to paying money to reduce risk and find companies like OneTrust are attractive.



Discussers

Actively engaging in dialogue with multiple stakeholders is not always smooth. Lawyers really value text, and designers are not always comfortable when the pixels under discussion are text.



Solo Travelers

Improvising alone, without resources or organizational support.



People use templates without understanding them. They just change the date and the company name. ... It was copied, and they didn't even realize that they don't have cookies like that.

This zine you are holding is a companion to a report by Superbloom entitled "From Policy to Pixels: Strategic UX Design and User Support for GDPR Implementation" published November 2023 based on fieldwork for the University of California Berkeley's Center for Longterm Cybersecurity summer 2022 workshop. Learn more:



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