



Human-Centered Design for Secure Communication: Opportunities to Close the Participation Gap

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Simply Secure





Agenda

Prelude

Introducing Simply Secure

Listening Tour

Emerging Findings

Conclusion: Close the Participation Gap



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Emerging Findings

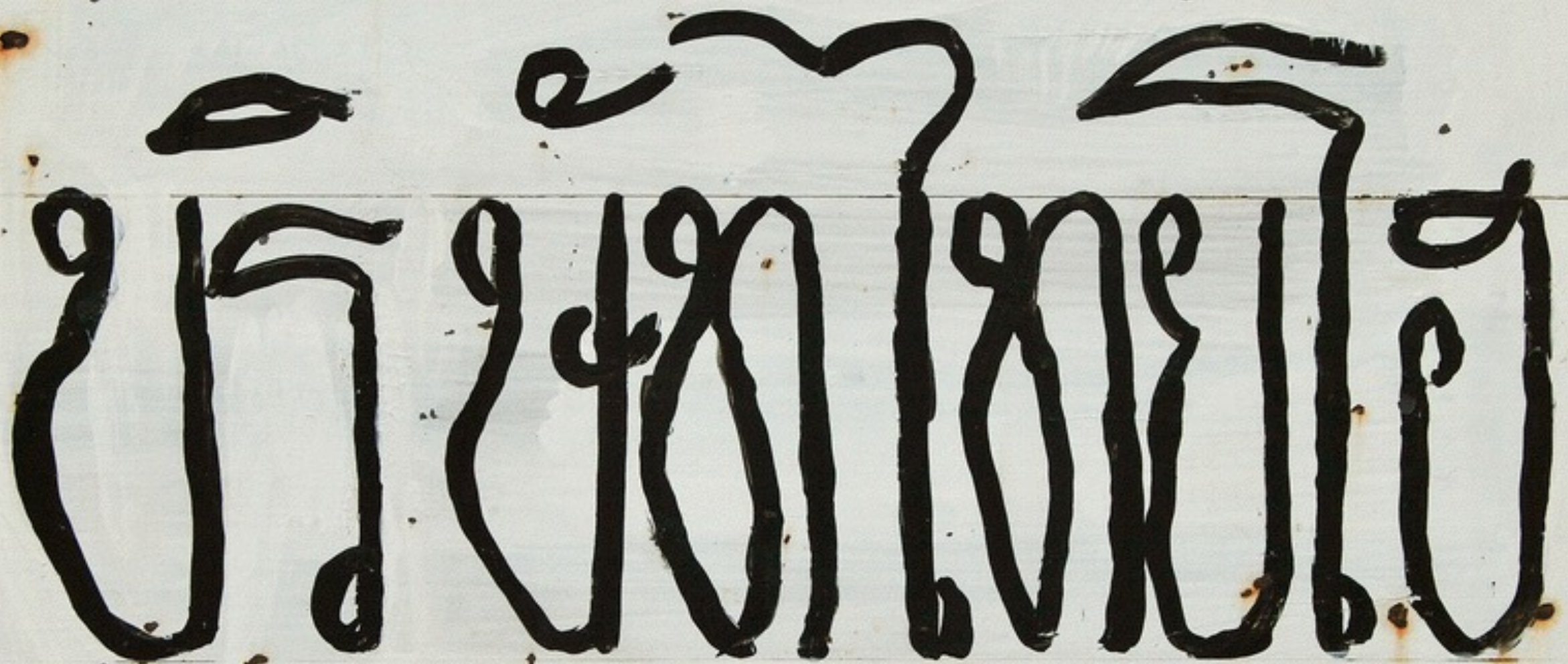
Conclusion: Close the Participation Gap

People outside the security community
think “secure communication” is...

... anti-doxxing?

... a bitcoin startup?

... for doctors and lawyers?



สวัสดีครับ

"Secure communication" isn't a
broadly understood term



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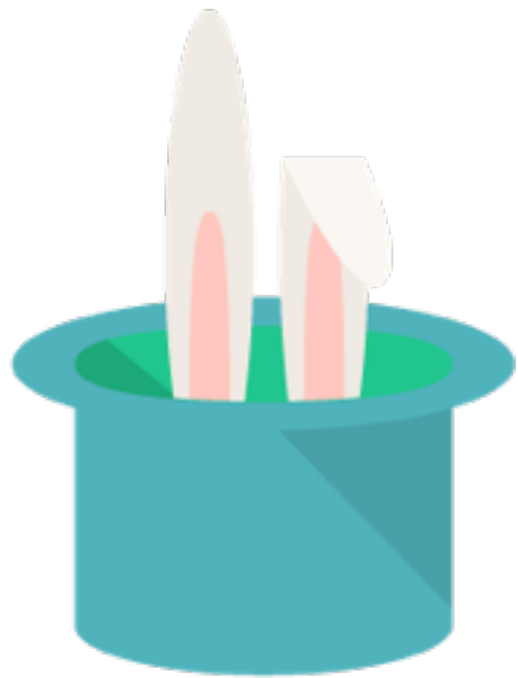
Introducing Simply Secure

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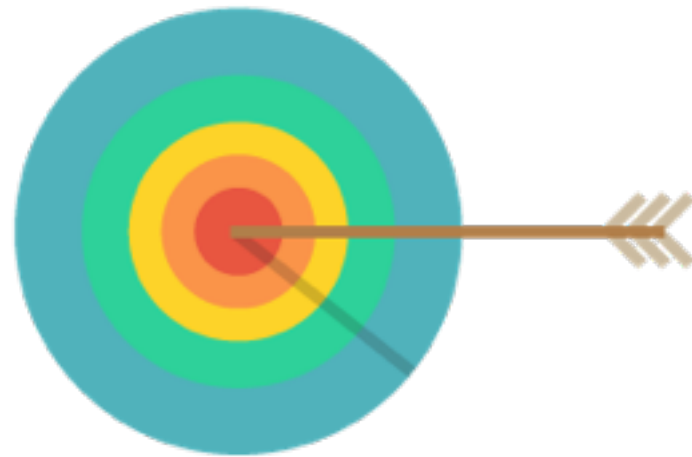
Emerging Findings

Conclusion = Close the Participation Gap

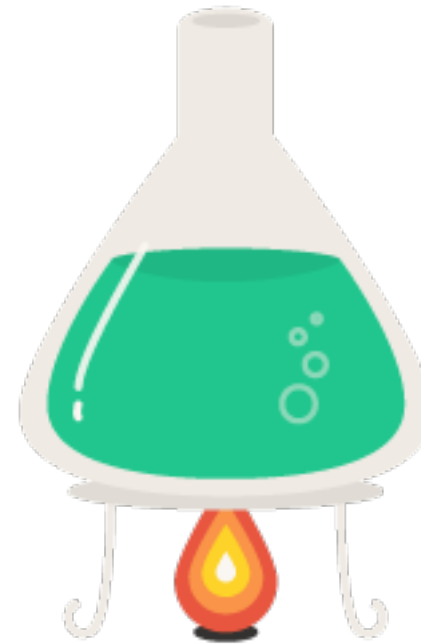
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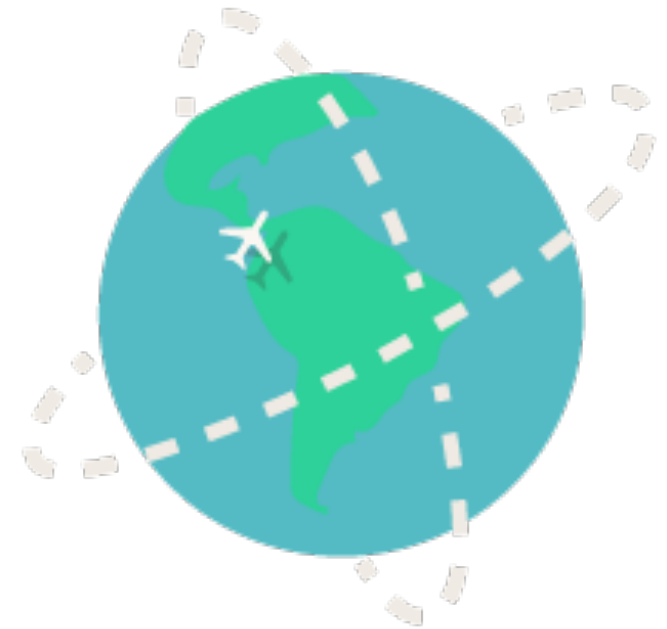
Developers



Designers



Researchers



Users

Simply Secure bridges the gap



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Prelude

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Activities:

11 one-hour semi-structured individual interviews with thought leaders

**1 salon: semi-structured group
(2 hours, 7 people)**

9 in-situ conference conversations

//

We [human rights lawyers] just have to deal with it and not complain about [tools] being difficult.

//

//

We engineers are smart and good
and solving problems, but we just
don't know what people need.

//

//

I used to say users are not my problem, but actually **all** the problems are user problems in crypto.

//

//

There's no point to delivering tools
to the corporate market.

//



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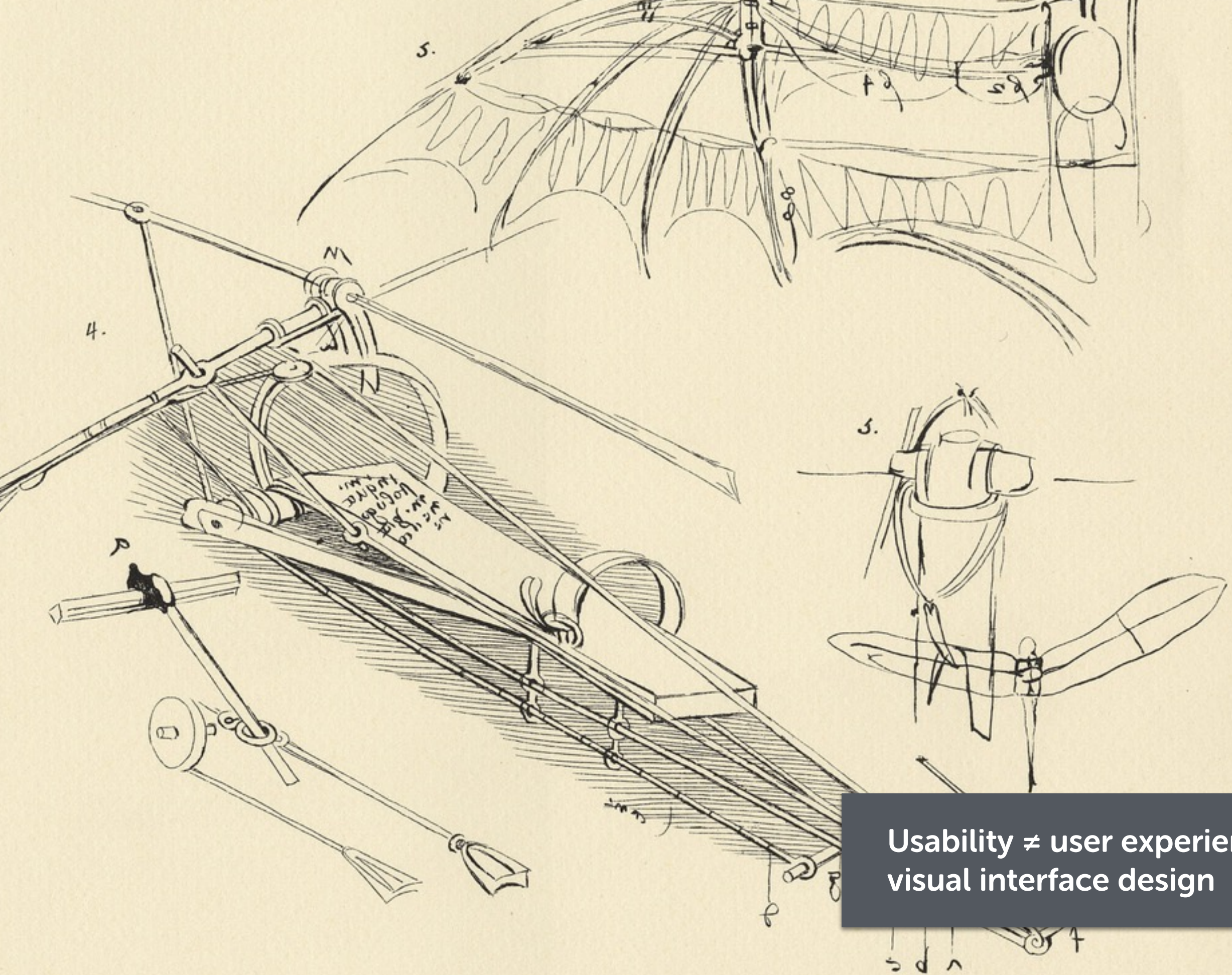
Listening Tour

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We asked for successes but
heard about snake oil



Usability \neq user experience \neq
visual interface design



Difference between lab & real
world use



Missed opportunity to consider
corporate IT as an influencer

Useless to sell tool as “more secure”
without other benefits

Fixing bad defaults is a priority

Tribal identity and shunning outcasts
who make mistakes



Agenda

Prelude

Introducing Simply Secure

Listening Tour

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Conclusion: Close the Participation Gap

Opportunities to close the participation gap and encourage diverse group of stakeholders to participate in the usable security ecosystem:

- 1) Motivate lay-user adoption**
- 2) Build a shared vocabulary**



Conclusion: Close the Participation Gap

Motivating lay user adoption

Individual users need to be ambassadors to incentivize their friends to join them on secure tools

Evangelizing may require technical knowledge



Conclusion: Close the Participation Gap

Create a shared vocabulary

Designers don't speak crypto, and
cryptographers don't speak design

Increasing literacy about design can
change how tools are developed



Conclusion: Close the Participation Gap

The listening tour will be an ongoing activity as Simply Secure connects a community of people engaging with usable security from diverse backgrounds.

Stay tuned to our blog & newsletter for more.



Thank You

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