



underexposed

**Workshop celebrating
the role of design in
meeting the privacy
needs of a broad
audience**

October 15, 2015
San Francisco

RAW NOTES

Simply Secure

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Session 1: Successes & Challenges

Thought starters from:
Alex Castellarnau @aacastellarnau
Scout Sinclair Brody @scouttle



SUCSESSES



CHALLENGES

Instructions for group work:

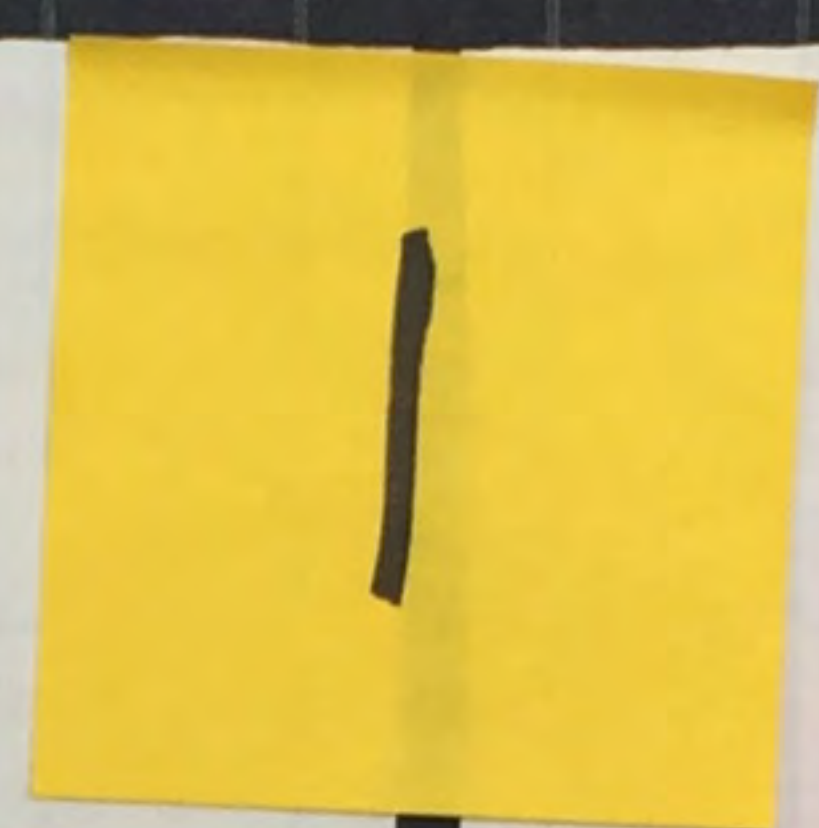
Share your experiences of successes and challenges at the intersection of design & security/privacy.
You can think as a user or a professional.



SUCCESS



CHALLENGE



Applying good design principles works

Prototyping & tools are getting better at all levels of fidelity

Working with robust + legacy protocols (PGP, emi)

KEY MGMT. is still difficult.

FLOSS secure tools teams are eager to hear from users!

Identifying the devs w/in a FLOSS project who care about UX + supporting them works.

* Setup/login is hard + has issues w/ design which devs can't fix

UNDERSTANDING THE CONTEXT IN WHICH SOMEONE IS USING A PRODUCT/SERVICE

UI THAT ENCOURAGES USERS TO STOP & READ improved through user testing

TOOLS THAT EMPOWER PEOPLE TO MANAGE THEIR OWN DATA

DESIGNING UI FOR PER-ITEM SHARING CONTROL

DESIGNING UI FOR PER-ITEM SHARING CONTROL

FLOSS secure tools teams don't involve designers/research in regular meetings/beginning

"WE NEED SSN FOR THAT... WHY?"

IT'S OK TO USE PAPER MAIL!

USABILITY DOES NOT MEAN DIGITAL ALWAYS

DEALING W/ MASSIVELY DIVERSE SYSTEMS



SUCCESS



CHALLENGE

CERTIFICATE
TRANSPARENCY

Signal
(open whisper)

Design + Develop
Messenger API
that auto encrypts
Facebook Messenger
CHAT - ~~XXXX~~

HOW DO WE
TAKE KEY
VERIFICATION
UNNECESSARY?

How to test
by hypothesis
without using
DATA COLLECTOR
DATA

OPEN HARDWARE
IS CREATING
SOME POTENTIAL
SOLUTIONS

(as a professional)
Target all
audiences in
one experience.

How to
measure
success
without USER
DATA

Halle Researchers
+ trainers
who are indirect
contact w/
users

DoU team
is already
on board w/
getting UX
right.

SOME TOOLS
ARE USEFUL
"MAMBLE"

Map user path
+ Broken UX
that involves
multiple
products

DEVELOPERS
+ DESIGNERS
USING COMPLEX
LANGUAGE
=
DIFFICULT TO
TRANSLATE
()
Understand them
simplify the
crypto experience
at the maximum.

PGP
IS CHALLENGING

I HELPED
SOMEONE
TROUBLESHOOT
ENIGMAIL

MAILPILE
IS PRETTY
AND FLOWS
DECEPTIVELY
SMOOTHLY
-UNTIL
IT DOESN'T

"THREAT"
IS UNCONSCIOUS
BY PEOPLE

IN MOST
CASES
ENCRYPTION
IS ANTI-HUMAN
NATURE
SO. DESIGN ENCRYPTION
IS VERY CHALLENGING

LOCALIZING
SYMBOLS

WHEN YOU ARE
IN A CONTEXT
OF "I DO NOT
TRUST GOOGLE"
YOU WILL FIND
YOUR LIFE VERY
CHALLENGING



Accessibility

obscurity + being boring is no defense

MVP

we are here talking like this is a big deal!

Open Whisper Systems' ability to interoperate w/ what my friends use

online banking e-commerce

)

Privacy, or climate justice, is a collective issue. Need scale to succeed.

Norms ("the way the world is") set by non-private/sec tech already

Security is not legible. How do I, the user, know?

Success: people are beginning to want crypto products more, and therefore are becoming more engaged + informed

YubiKey
Two Factor Auth

Chrome getting rid of the "lock with a party hat"

People still have no idea what address bars actually mean
www.google.com

Privacy ≠ Hi

We are trying to market "privacy" in the context of social technologies

Communicate Danger w/ Users

* gaining more clarity in my own thoughts about privacy by writing about it

Creating a mobile price tracking app for chemicals that saw adoption

Whole Disk Encryption

feeling the need to satisfy the crypto audience AND the "average user" (conflicting at times)

Bringing privacy thoughts to clients that have never considered them

Discomfort with using Gmail + Google, lack of understanding around my search history

Black mail
Officials - judges

"confidentially" understood broadly

challenges: getting people (or admittedly, myself) to fully care about the "threats" + security until it's too late

passwords - concepts not understood by many - strong passwords punish the user constantly

Most protection focused on state actors but women + children often face personal threat actors

Security is becoming a feature

Security Slider in Tor Browser

Data collected is invisible to users

Physical access trumps most device security

How to verify Downloads

drive adoption, we use fear words a lot

Fear is alienating people care more about their friends than about "privacy"

Teaching users use PTs by Pass Ceremony

Session 1
Share your experiences of successes and challenges at the intersection of design & security/privacy. You can think as a user or a professional.



Having only 1 "AHA" moment in the app

Including count/sum of trackers blocked in consumer cookie blocker plugin

"Rummaging" sound when other users accessed drive share

Success: not storing passwords on same server as data.

more bus on the issue

OPENESS OF COMMUNITIES TO SHARE THEIR PRIVACY/SECURITY EXPERIENCES + BE A PART OF THE SOLUTION BUILDING

DEVELOPERS, TRAINERS + FUNDERS ARE INTEGRATIVE-NEED FINDING/ UNDERSTANDING USER APPROACHES IN THEIR PROCESS + PROTOTYPING IT

1

everyone uses email? MS office? chat

no one knows actual capacity of, say, Indonesian Govt

Chronology - when data becomes sensitive later in time, due to unblessen circumstances

Simplifying without loosing the meaning

Giving users control over when/who can set trackers for consumer cookie blocker plugin

How to keep student identity private while not inconveniencing teachers
challenge: previous

Challenge (user): too many passwords all different easy access for user without complexity (user doesn't understand)

FIGURING OUT GUIDANCE FOR OPENING UP THE DEVELOPMENT PROCESS TO USERS THAT STILL HAS FLEXIBILITY TO REFLECT NUANCES OF COMMUNITIES

THERE ARE A LOT OF DIVERSE USER COMMUNITIES THAT DON'T HAVE A PLACE AT A "TABLE"

Slack is pretty neat.
😊

is better

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SUCCESS



CHALLENGE

Key exchange & verification is becoming easier to do across many tools +

IN SITU AGREEMENT WHEN SEEKING SERVICES THAT BREAK SAFE HARBOR POLICY

|

INTEGRATING RSA KEY EDUCATION IN A MACHINE TO MACHINE COMM SCENARIO

Gap between devs & high-risk end users can be difficult to close -

⊖ Convincing other people to use secure communication

Interoperability between tools is improving! +

Success: Slack's easy mobile verification (3 button)

Orfox, Tor on mobile
😊 (as a user)

Contact Verification / Authentication
Fingerprints are cumbersome, a chore, & self-discouraging

Challenge: NYT comments don't notify users about replies

Real-world analogies to explain how tech works not always international/globally understood -

😊 (as a designer) verifying a user identity online without asking too many questions

Cryptocat / Peerio
Design First!

😊 (as a user) verifying my OTR-IM friends (key verification)

Threat Modeling tailoring to the user/threat

😊 (as a designer) providing users a convenient way to provide identity

tails' whisperback
Quality bug reports!

(as a user) Getting my IM client OTR secure on my phone + Macbook increasing my PGP enabled friends (social)

😊 (as a designer) researcher
UX people
SEC people

⊖ How hulu loads/handles bugs and moves to the next available screen

😊 (as a designer) dealing with "risk" as opposed to security

😊 understanding user needs
(as a user, designer) + researcher

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Session 2: Processes & Wishes

Thought starters from:
Brennan Novak @brennannovak
Isabela @isa



PROCESESS



WISHES

Instructions for group work:

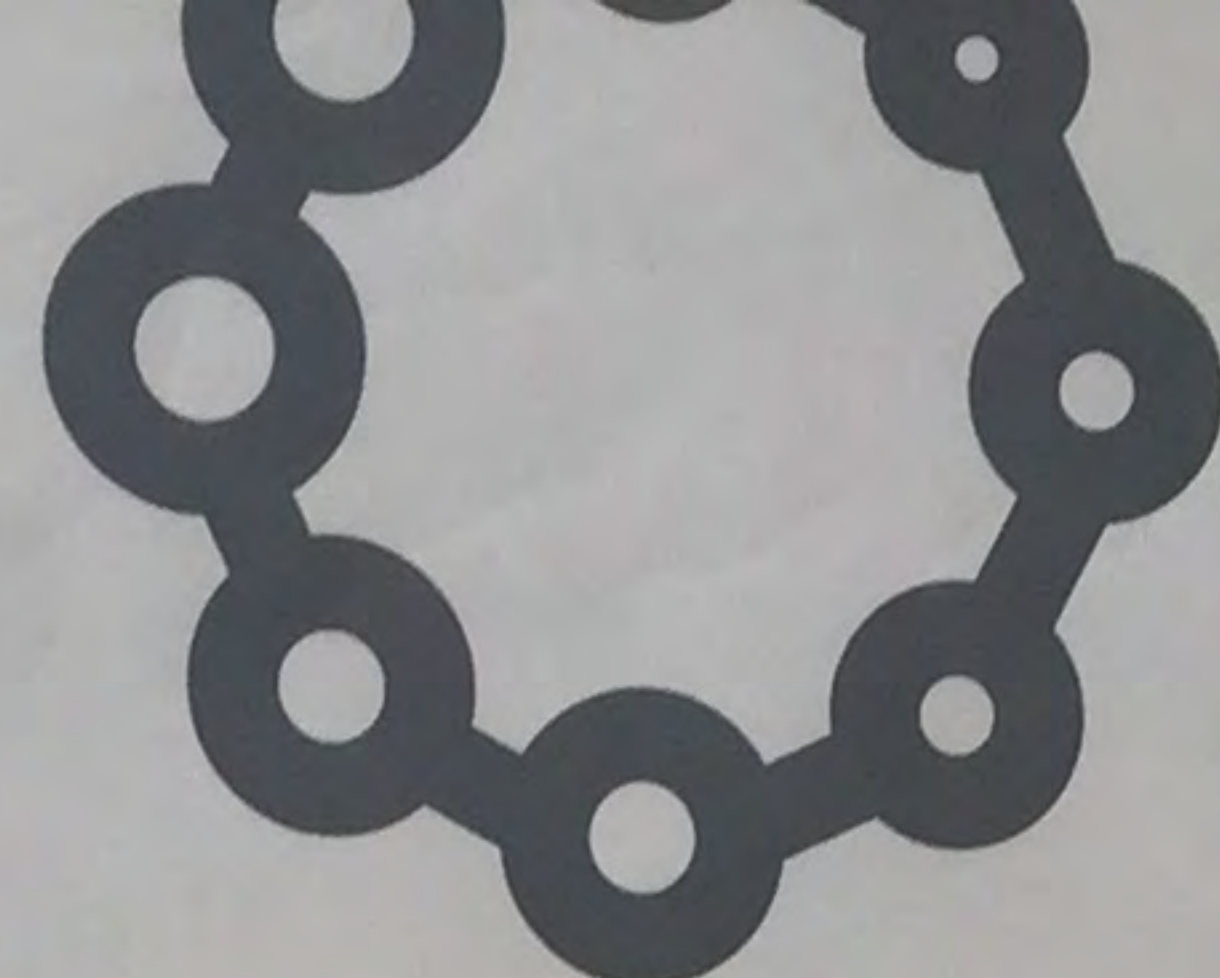
What processes do you use to collaborate between designers and technologists?

What works well/not?

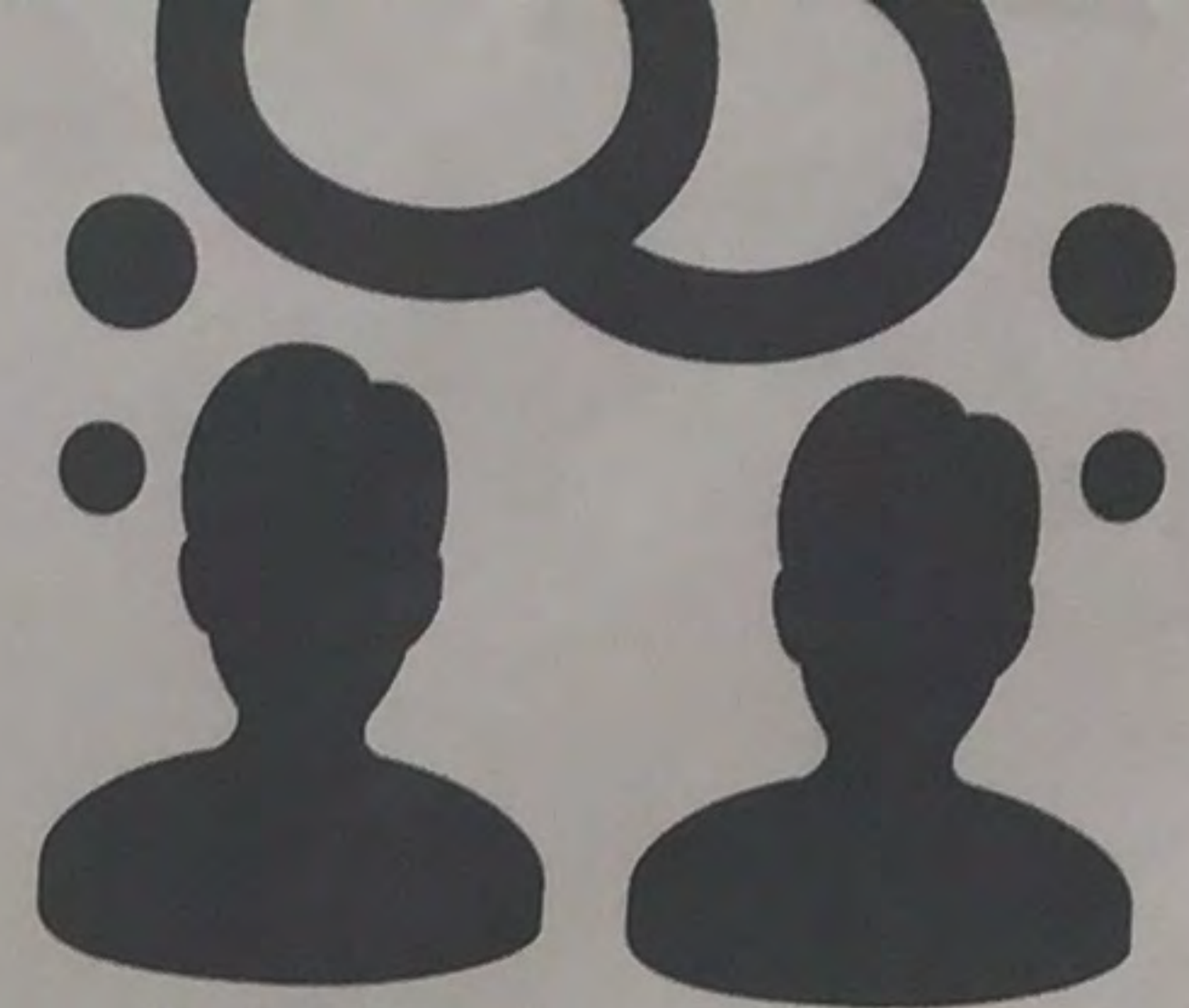
What cultural/style differences do you wish others understood?

Session 2

What processes do you use to collaborate between designers and technologists? What works well/not? What cultural/style differences do you wish others understood?



PROCESS



WISHES

FOR THINGS OTHERS UNDERSTOOD

get technology people involved in research as much as possible (Process)

- paper templates
- pinegrow
- Balsamiq
- mobile test rig
- audio recorder
- screen flow

1. research
2. paper prototype
3. html prototype
4. test

we argue alot, but work on coming to a conclusion

tech, design, research people sit together (Process)

design often, throw it away, test it often (Process)

Agile flexible but a lot of overhead.

Balsamiq
I ❤️ Balsamiq for paper prototyping + user-involved design

(need to agree what is the latest)

Invision

Slack is pretty neat.
😊

Data Mining rules

store mockups in single place for multiple user stories.

Pop.in & Invision Balsamiq

time for exploration
→ go down one road, maybe abandon and do something else, iterate

wireframing

prototyping

♥ sharing of dev plans, feature priorities, etc. to public

User Studies are painful but incredibly rewarding

Keeping things in mind is ok, but having the discipline to track ideas + progress in writing (Trello, Github, wiki, ...) is better

2

I wish...
Linux + Github were not such barriers to working together

Usability is not an audit.

more visual QA = "finess"

Novelty can be too...
Remembering works best when informed by the history of previous attempts to design similar things

Wish:
Helping less techy users file better bug reports/help devs shape bug reports that are more useful

Having more patience

OPSEC requirements require custom solutions even for common ("already solved") problems

create mockups that are accessible

There's a lot of gray area in design → not a lot of black + white

Need for simplicity

Wish:
When doing user research, share safely!

Wish:
Humans are imperfect, how can we help them fail safely?

Testing user used task based flows help make software usable

Open (-source) projects can benefit design-wise from clearer order and labeling
Not all contributors → are developers

I understand crypto well enough (WISH)

let's respect each others expertise (WISH)

every tech. person becomes a user advocate (WISH)

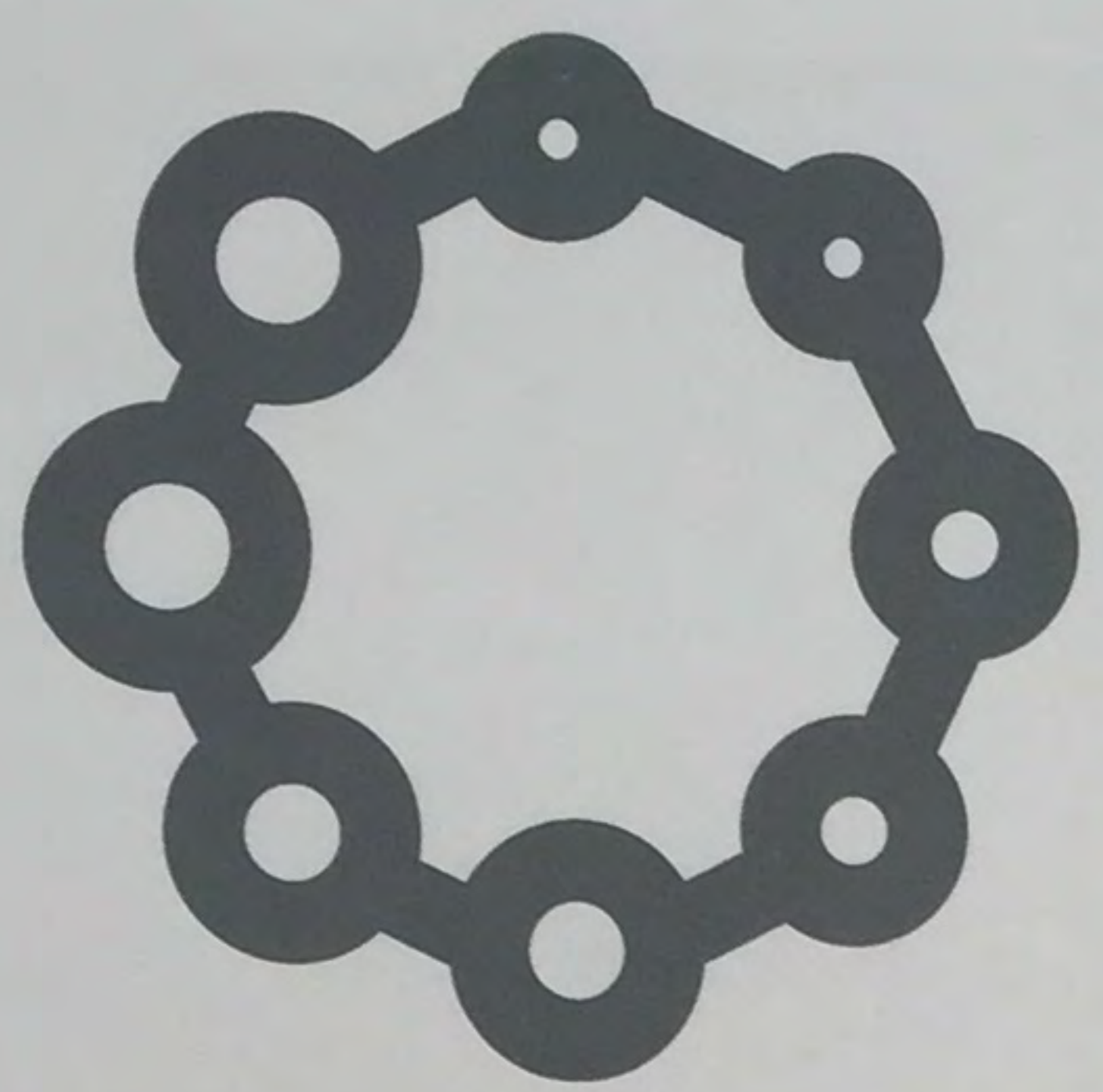
User stories are not only for tech. people (WISH)

it's not UI/UX (WISH)

The user isn't stupid, an idiot, useless, lazy. (WISH)

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What processes do you use to collaborate between designers and technologists? What works well/not? What cultural/style differences do you wish others understood?



PROCESS



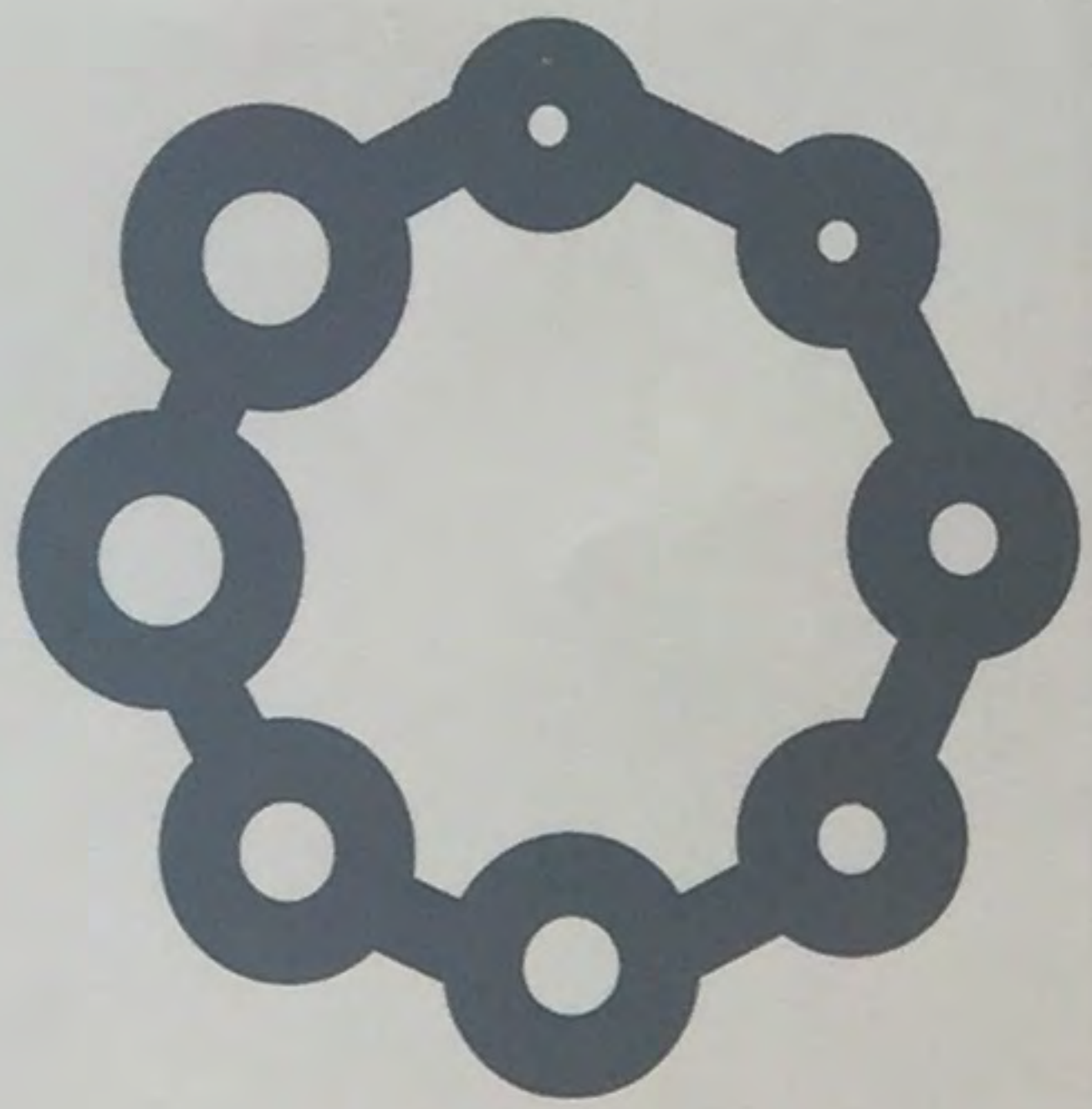
WISHES

FOR THINGS OTHERS UNDERSTOOD

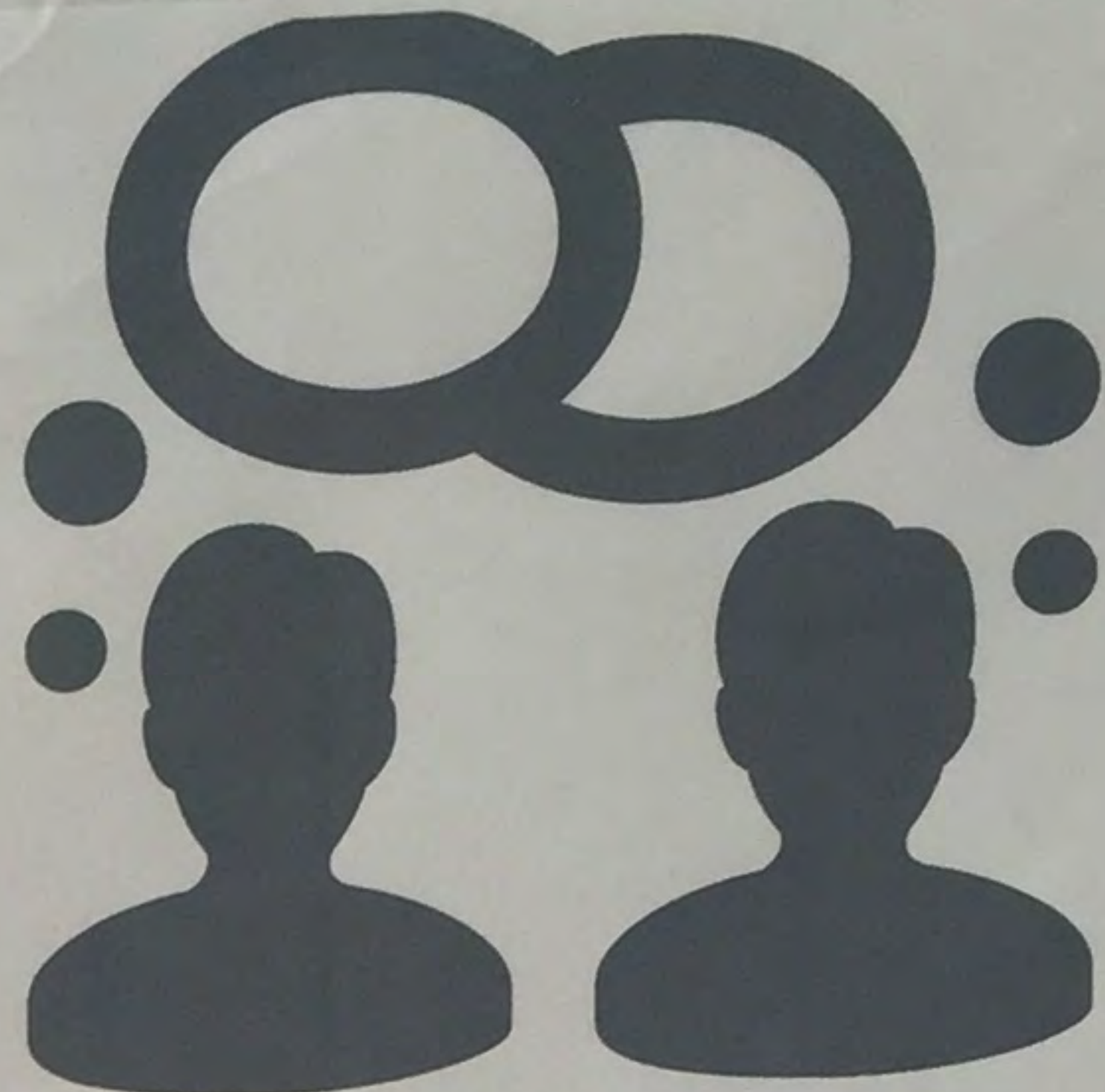


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PROCESS



WISHES

FOR THINGS OTHERS UNDERSTOOD

MOBILE
HARD NO
HTML PROTOTYPING

HEROKU
PROTOTYPING TOOLS

1 prototype = 1,000 meetings

I ♥ PROTOTYPING (tod: Principle)

Writing code only part of job (reviews, etc.)

Depressing
Launch without DESIGNERS REVIEWING

You can't give a web page \$ say code it to look like this

How can you code without people?

getting devs to really care + listen to user feedback (loc. LAB) DESIGNERS CAN CODE

WE SHOULDN'T BE MAKING IN ABSENCE OF PEOPLE

MATCHING USERS THAT HAVE NEEDS w/ TOOLS THAT MEET SAID NEEDS

DATA SCIENCE

SPRINT

LOOSE CODE DEVELOPMENT + REVIEW PROCESS

Designers should learn to write.

DESIGNERS SHOULD LEARN HTML/CSS

PACE / GRANULARITY OF WORK

Service Design doesn't fit in 2 weeks TICKET

TICKETS

I LIKE SLACK

CREATIVE SUITE THEN PROTOTYPING

HI Designers learning HTML+CSS

WE ARE AN EDGE CASE, NO SUCH "ECONOMIC MAN."

Decisions made outside work hours
Need Rules
- For code review

SANDBOX APPS!

Wiki!

IRC

Design + UX + Localization Rollouts before code (catch up problems)

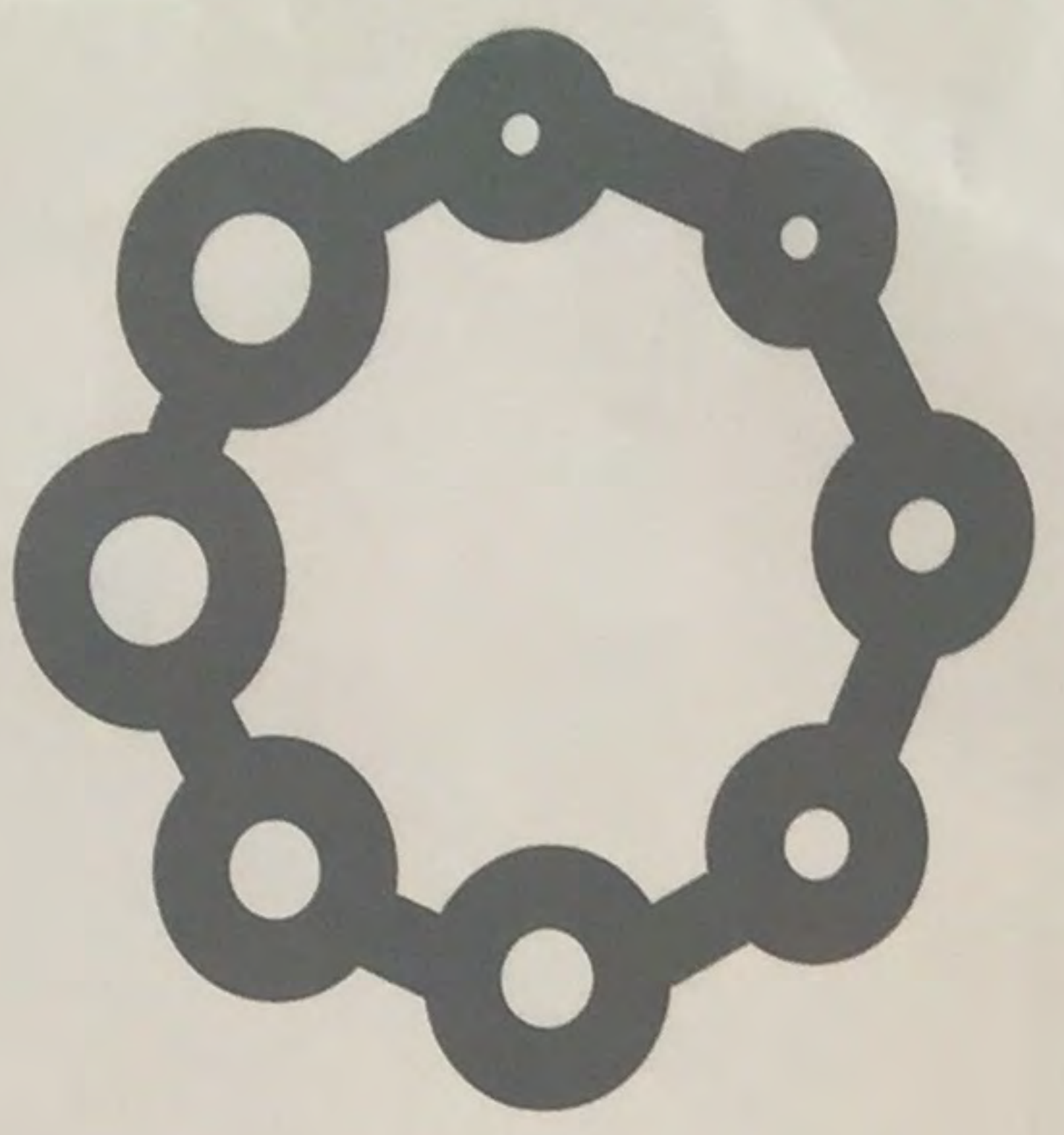
MORE \$ TO SOLVE STAFF FOR EXECUTION

I LIKE HEROKU

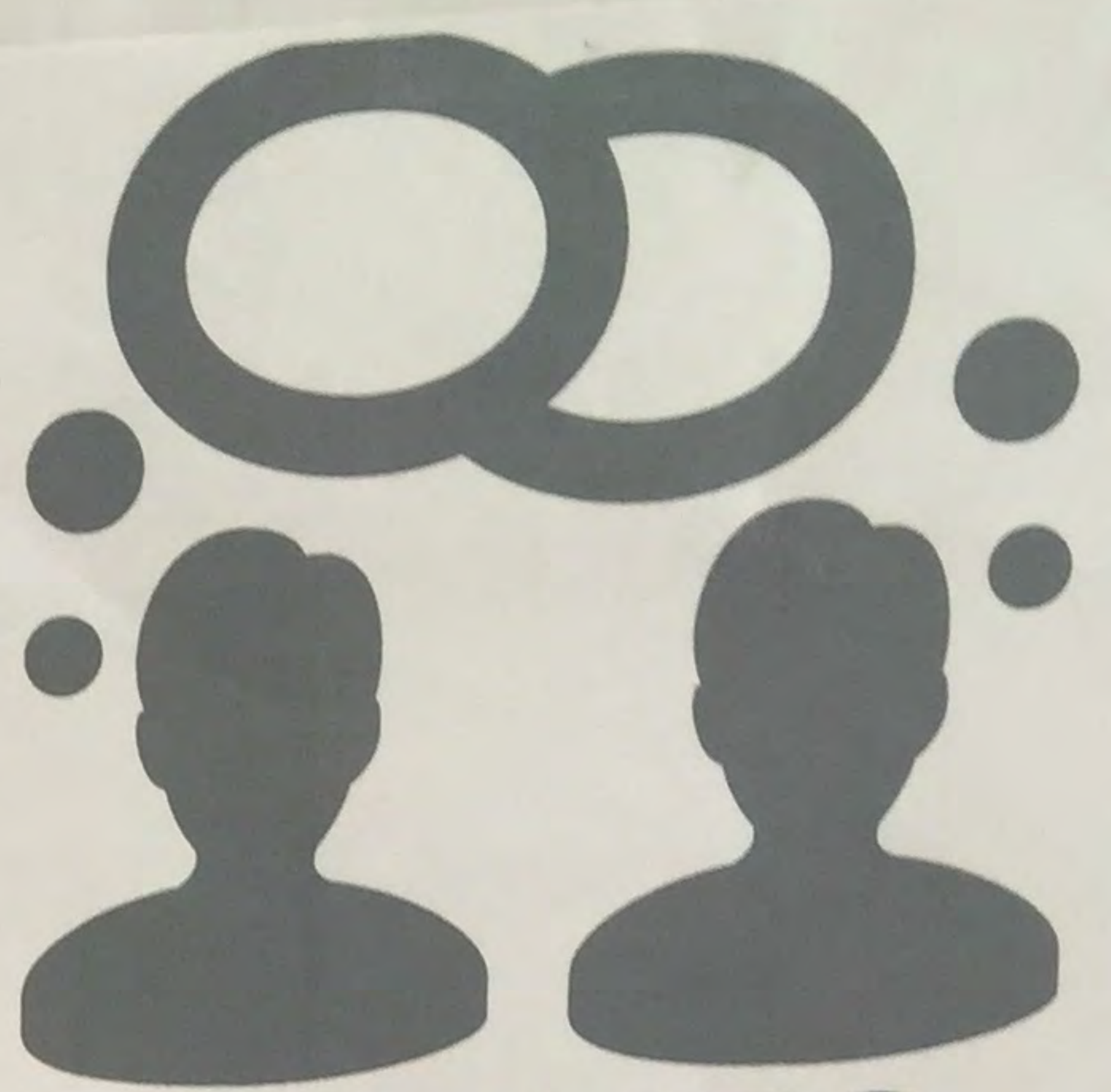
DEVELOPERS SHOULD CARE ABOUT USERS

Session 2

What processes do you use to collaborate between designers and technologists?
What works well/not?
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PROCESS



WISHES

FOR THINGS OTHERS UNDERSTOOD

Have developers sit in on user research sessions (remotely? thru Hangouts?)

Come up w/ questions for UX researchers to test, share openly

Surface research and design findings through blog posts

Pasting UX Questions on Wiki (Publicly) #For*

Develop ^{common} language broader than security+privacy confidentiality, safety

A dedicated UX team for a Foss

Talk about rich, diverse stories, not narrow use cases

Tailor interaction w/users to individual needs for anonymity + security

Intake form for tech partners @ Simply Secure FTW!

I wish developers knew they should incorporate user (representatives) + designer from the beginning + iteratively throughout development

I wish funders thought UX should be integrated into development, not funded thru standalone orgs

I wish UX money showed up before development

I wish Foss Devs had the luxury of doing user studies Regularly

I wish Security devs were less isolated

UX designers understand Security Better.

I wish we had a Framework to study ~~non~~ non-English speaking users, Remotely!

HAVING A SHARED UNDERSTANDING OF UX BEYOND "WINDOW DRESSING" IT'S NOT THE LAST THING.

~~ALIGNMENT~~ ALIGNMENT OF GOALS FOR EXAMPLE USERS + CRYPTOGRAPHERS

DEVELOPERS + HAVE THE ABILITY TO BE "IN THE FIELD" + SEE + HEAR NEEDS + ON THE GROUND SOLNS

CROSS-DISCIPLINARY RESEARCH + APPLICATION

~~DESIGN~~ PROCESS OF DESIGN + USER ENGAGEMENT IS CONTINUOUS THROUGHOUT DEVELOPMENT

FUNDERS WRITE IN INCENTIVES/ DESIGN GRANT MAKING THAT INVITES/REQUIRES INTERDISCIPLINARY TEAMS.

I wish we had Job Security and sustainable Budget!

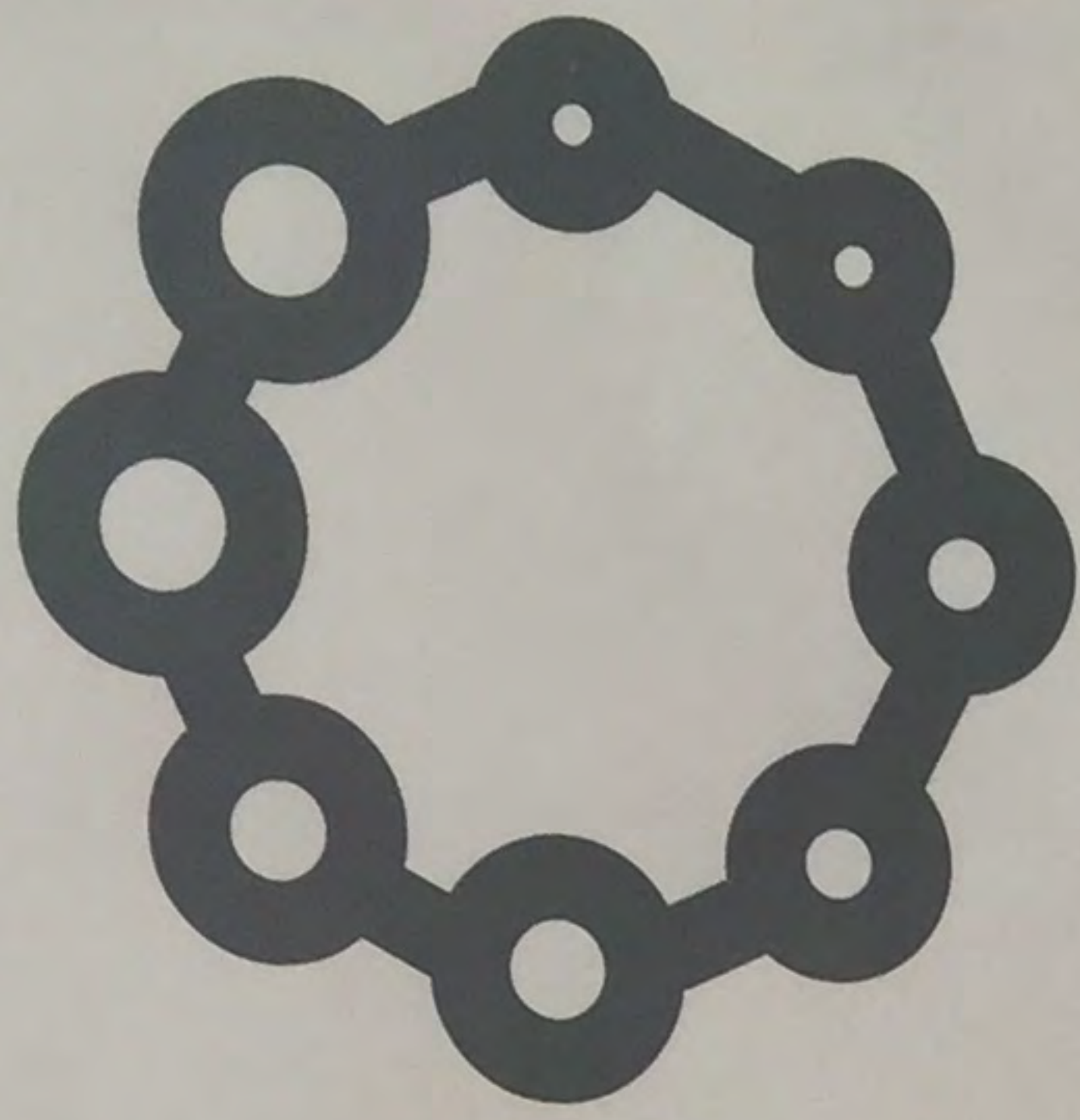
I wish academia could recognize + reward interdisciplinary research



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PROCESS



WISHES

FOR OTHERS UNDERSTOOD

RESEARCH IS ALSO PART OF ENGINEERING STRATEGY

SLACK emoticons

Standups are good

Distributed coworking hours with video

2

Design needs consideration in budget/sprint planning

Lines of code isn't a great metric

Developers would + communicate what they believe is a priority and are willing to discuss & change their mind

test click-thrus FIRST

Start with UI Work backwards towards code/impl

You can't + bolt-on good design

Code is not cheap.

GitHub is in no way "intuitive"

Visuals Early

Iteration Iteration Iteration

Process Iterate ↳ Across tools, Disciplines

design doesn't manage itself.

Early is better

Design - Its not all about making it pretty

Paper > Whiteboard

design doesn't need to be a "soft skill"

Everyone has a stake in good research

Bake-in • user-driven design into tasks, always tie back to users

put research + into Github as issues or .md files

Make coders observe research activities

Process Research - Background - Internal Interactions - Problems/Goals Assumptions - Field work - Interpretation - Application

Fight "Fair"

Honesty in Software ↳ Respects users data, time ↳ Presents true function

A tool for each purpose Slack → persistent group chat phone → stochastic personal hangouts + Messages

DOCUMENT STRUCTURE + FLOW AS YOU GO.

Designers: Explanation is your job, too.

WALLS KEEP THE BIG PICTURE IN VIEW



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Session 3: Education & Outreach

Thought starters from:
Sarah Gold @sarahtgold
Alex Schmidt @alexschmidt



UX

For Security People



SECURITY

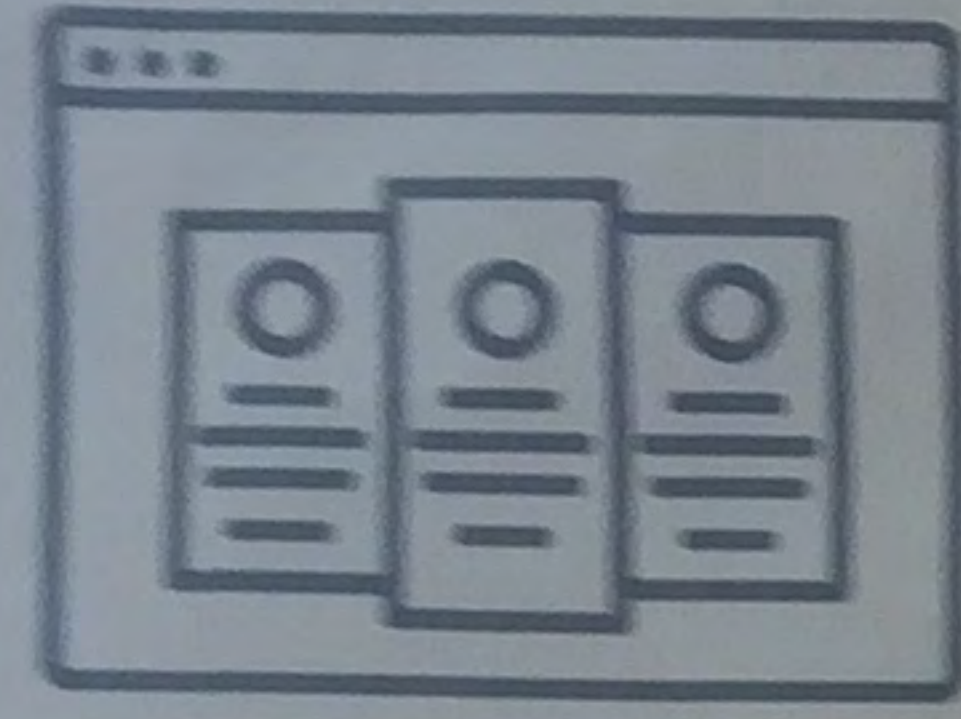
For UXPeople

Instructions for group work:

What curriculum is necessary to teach UX to security pros and vice versa?

What topics & processes?

Which audiences are top priority to get privacy preserving tech to more people?



KEY TO UNDERSTAND ABOUT UX FOR SECURITY PEOPLE



KEY TO UNDERSTAND ABOUT SECURITY FOR UX PEOPLE

POTENTIAL AUDIENCES

WE WANT TO GET MORE PRIVACY-PRESERVING TECH TO MORE PEOPLE. SELECT 3 TOP PRIORITIES FOR OUTREACH.

- Designers at big tech companies
- Designers at startups
- Independent designers
- Other: _____
- Open-source cryptographers
- Open-source front-end devs
- Open-source product managers
- Other: _____
- Cryptography researchers
- Usability researchers
- Ethnographers
- Other: _____



WHAT ARE SPECIFIC WAYS TO REACH OUT TO TOP AUDIENCES

UX: low threshold, high ceiling (with it can't be too high)

metaphors

IT'S WAY TOO INTIMIDATING

Don't believe the hype

Trust is a heavy word, not a tech concept

SECURITY PEOPLE ARE PEOPLE TOO

WE WANT YOU TO KNOW THAT THIS IS/WAS A HARD PROBLEM.

USE THE RIGHT UX TOOL FOR THE JOB

You can do research at varying levels of rigor + applicability - that's OK.

Don't get lost in design/art + the volume labor

Journalists as creators of data

Focus group don't predict behavior, but they do reflect reality

Self-report data is not an accurate prediction of behavior

Simplicity is not simplicity if it's not automatically understood

Every idea you have is bad. Put it in front of other people who will make it better

Talk to the damn end users! (at every stage of dev)

Don't be intimidated when they tell you to users and then push back

Don't believe the hype

IT CAN BE EXPLAINED IN PLAIN LANGUAGE

YOU CAN QUESTION THE EXPERTS

YOU CAN ASK FOR HELP

TEACHING SECURITY + privacy + social goods

REWRITE JOB DESCRIPTIONS TO INCLUDE SECURITY + PRIVACY

RAISE SECURITY/PRIVACY AS AN IMPORTANT TOPIC FOR STUDY IN SCHOOLS

SERVERS - things not on your computer!

DATA - it's going all kinds of weird places!

ADDRESSES - computers have them. They identify you.

The definition of security is different in different places - it's contextual

Don't get lost in design/art + the volume labor

Journalists as creators of data

CREATE SPECIFIC GREADED WHAT-IF'S

How does cross-pollination happen?

More cross-pollination, not just in front!

Human rights in tech research

Find the levers - rewards or horror stories

Build public pressure

Journalist in interviews

Policy in the

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N670, staff

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CREATE SPECIFIC GREADED WHAT-IF'S

teaching security + privacy + social goods

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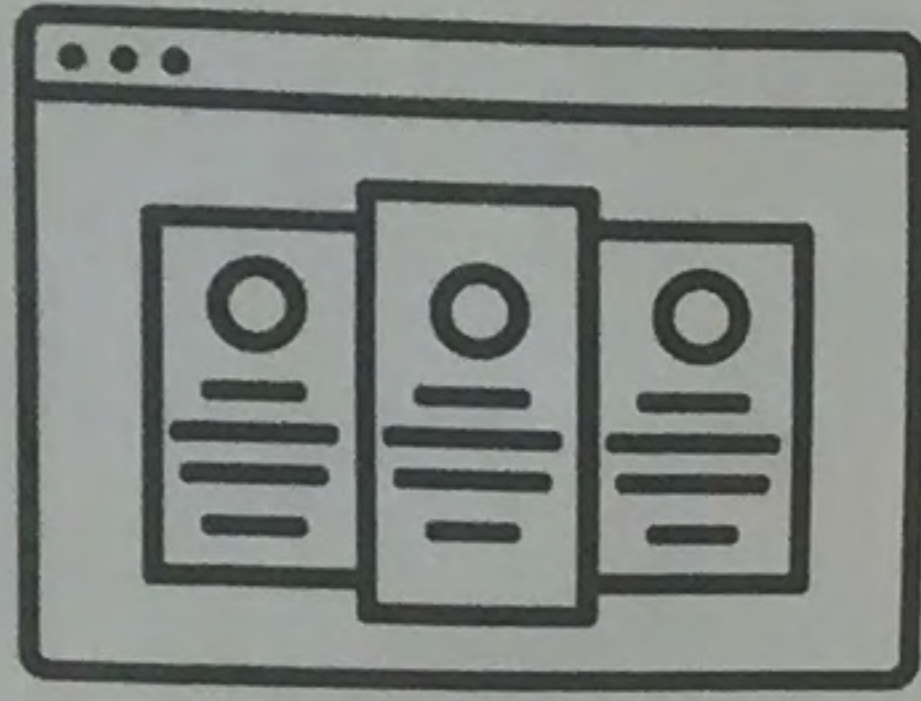
More cross-pollination, not just in front!

How does cross-pollination happen?

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Session 3

What curriculum is necessary to teach UX to security pros and vice versa? What topics & processes? Which audiences are top priority to get privacy preserving tech to more people?



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WHAT ARE SPECIFIC WAYS TO REACH OUT TO TOP 3 AUDIENCES

Understand diverse populations

lots of text on page is not usually friendly

Have data while respecting privacy

Spectrum of threat models

Understand how our language parallels with yours, e.g. encryption vs. confidentiality

DATA science PPLI

Students

Recruiters

quantify trust + costs of breaching it

Workshops at community colleges, community spaces, etc. FREE! (or low cost)

Localization vs. Not Translated

If nobody uses it, it doesn't have impact

Where is my data stored?

Verification is an important step(s)

agencies

Budget Deciders \$

PETs SOUPS

IXDA

UX doesn't have to be a "soft skill"

Iteration is healthy

Simple user experiences are often complex engineering challenges

Physical security is a thing too

User goals vs. engineer goals
↑
Different

Legal

Meetings

Give teams lightweight tools

Keep threat models realistic
Not everyone is fighting a hostile regime

Why is focus on UX important?

Keeping piles of data separate is important - How?

UX can create privacy issues
+
Privacy can create UX issues
Problem is cross-disciplinary

Privacy vs. Security

Govt.

End users - Marginalized communities

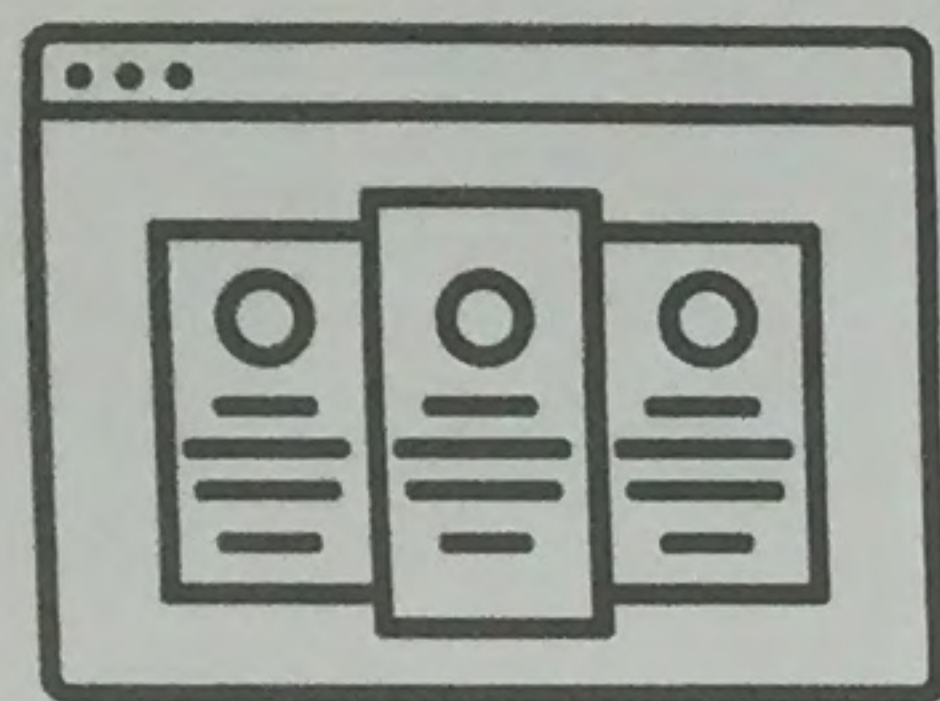
Can be done by trainers

Security can be complex
Investing educational moments can help the UX

Privacy is key to establishing trust

at what point in proj. life cycle should privacy/security come in

UX + Privacy start at the same time. One isn't ahead on the other.



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WHAT ARE SPECIFIC WAYS TO REACH OUT TO TOP 3 AUDIENCES

CAN WE SHIFT THE NARRATIVES LIKE: "I DON'T HAVE ANYTHING TO HIDE..."

Trusting Intuition & Qualitative Hints

UX IS A CONVERSATION NOT A ONE-TIME "WINDOW DRESSING"

UX TAKES TIME, ITERATIONS + USER ENGAGEMENT CAN LOOK DIFFERENT AT DIFFERENT STAGES

CONTEXTUAL NATURE OF TOOL DEVELOPMENT

UNDERSTAND DESIGN/UX PROCESSES (SO DEVELOPERS CAN SEE HOW PROCESSORS CAN WORK TOGETHER)

END GOALS ARE THE SAME / METHODOLOGY TO GET THERE MAY BE DIFFERENT

The difficulty of engineering "most" simple solution

Unusable security will be circumvented by the user

KEY EXCHANGE

HAND SHAKE

THREATING MODEL

UNDERSTAND THE DIFFERENCE B/W ENCRYPTION + CIRCUMVENTION + OTHER SECURITY METHODS

WHAT HAPPENS + CAN HAPPEN TO DATA/USERS BASED ON T+C + HOW TOOLS OPERATE + ARE DISTRIBUTED.

UNDERSTAND TOOL DEVELOPMENT PROCESSES (SO DESIGNERS CAN SEE HOW PROCESSORS CAN WORK TOGETHER)

Find human analogies of security mechanisms

Understand risks of simplicity. Similarity to complexity. eg. Did you ever share a server in an underdeveloped country?

POLICY MAKERS

ARTISTS

PARENTS?

Communist Conspirators

Makers of successful tools which presently lack a good security story

JOURNALISTS

ACTIVISTS

Funders with Ethics

ECON, INTERNATIONAL RELATIONS, LAW STUDENTS
START FROM THE BEGINNING TO BE EXPOSED LEARN VOCAB.

Grassroots Street Art

Everyone Work for/with Sarah Gold

Current events where privacy pitfalls occur (ex: Apple iCloud/celeb photo leak, etc)

Watch The film "DOPE"

"BLACK-OUT" DAY
YOU EXPERIENCE WHAT IT IS LIKE TO COMMUNICATE WITH YOU LIVED IN OTHER COUNTRY

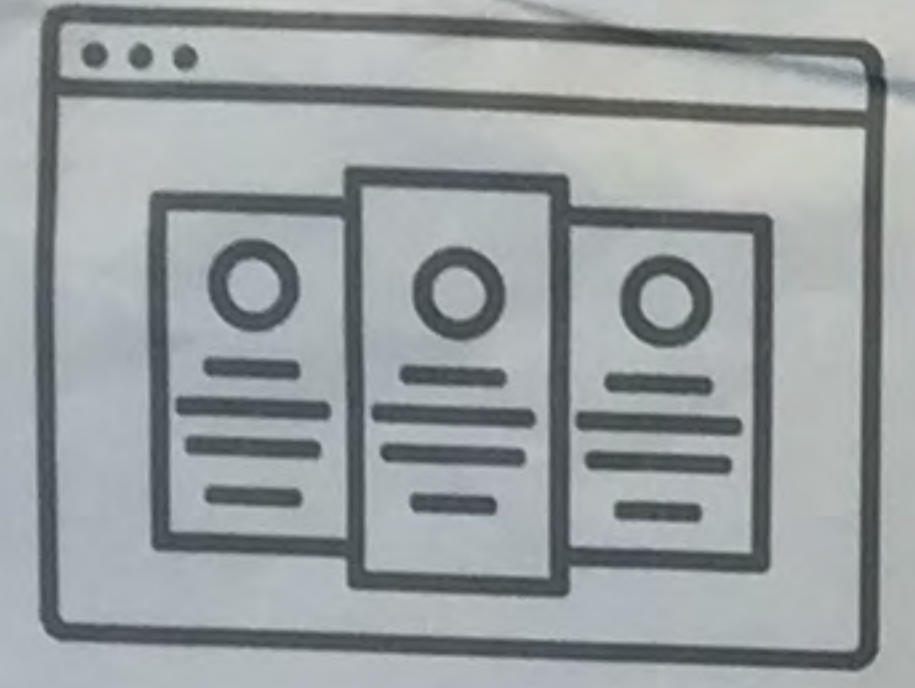
SCENARIO LABS TO ↑ THE UNDERSTANDING OF POLICY, LAW, ECON STUDENTS ABOUT SECURITY'S ISSUES, TOOLS AVAILABLE + ABOVE DESIGN FEEDBACK

ALONG WITH PSYCHOSOCIAL + PHYSICAL RESERVE TRAINING PROVIDE DIGITAL SECURITY SUPPORT ASSOCIATED WITH VIDEO PICS STATUS (TWITTER/FB)

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Session 3
What curriculum is necessary to teach UX to security pros and vice versa? What topics & processes? Which audiences are top priority to get privacy preserving tech to more people?



KEY TO UNDERSTAND ABOUT UX FOR SECURITY PEOPLE



KEY TO UNDERSTAND ABOUT SECURITY FOR UX PEOPLE

POTENTIAL AUDIENCES

WE WANT TO GET MORE PRIVACY-PRESERVING TECH TO MORE PEOPLE. SELECT 3 TOP PRIORITIES FOR OUTREACH.

- Designers at big tech companies
- Designers at startups
- Independent designers
- Other:
- Open-source cryptographers
- Open-source front-end devs
- Open-source product managers
- Other:
- Cryptography researchers
- Usability researchers
- Ethnographers
- Other:



WHAT ARE SPECIFIC WAYS TO REACH OUT TO TOP 3 AUDIENCES

3

3

UX & service design are different.

WE DESIGN FOR PEOPLE

We have to design to existing norms

UX/service/ui ARE BURIED

UX is many discreet skills + roles. Not monogamous

good security should be another design constraint
We're both trying to solve a problem

UX is key to scale secure communication

UX can help answer the question "secure for whom?"

THE ELEGANCE OF KNOWING YOU'RE IGNORANT BUT STILL HUNGRY TO LEARN
THE VIRTUE OF TRANSLATING YOUR LEARNINGS TO HELP OTHERS WITH A SHARED NEED TO KNOW

"Security" is a new discipline w/ a young theory...

PAGE OF WORK

it takes two to encrypt

stories are the only way to communicate values

if good design should be another security constraint we're both trying to solve a problem

WE DESIGN FOR PEOPLE

NOT UNDERSTANDING IS O.KAY. AOK

we don't have ways to prove or guarantee "security" →

there is no fixed def. of "security"

"Mossad vs. Not-Mossad"

WHAT IS THE STORY OF PEOPLE WHO CARE ABOUT SECURITY

HOW TO TRANSLATE THE FEELING OF SECURITY AND PRIVACY ON THE INTERFACE

ability to maintain different contextual identities

signifies of being "in-control"

(for lot privacy awareness)

fields that require confidentiality (law, medicine...)

Journalists

MUSICIANS

Policy Makers

INVESTORS

parents grandparents

people who build government services

don't talk about security talk about what it enables

Celebrities

Facilitate secret/forbidden desires (Silk Road, Snapchat...)

CULTURE, CULTURAL PRODUCTS (ie. music)

REBELLION

UNIQUE FEATURES

GIVE PEOPLE THE LANGUAGE THEY NEED TO CARE

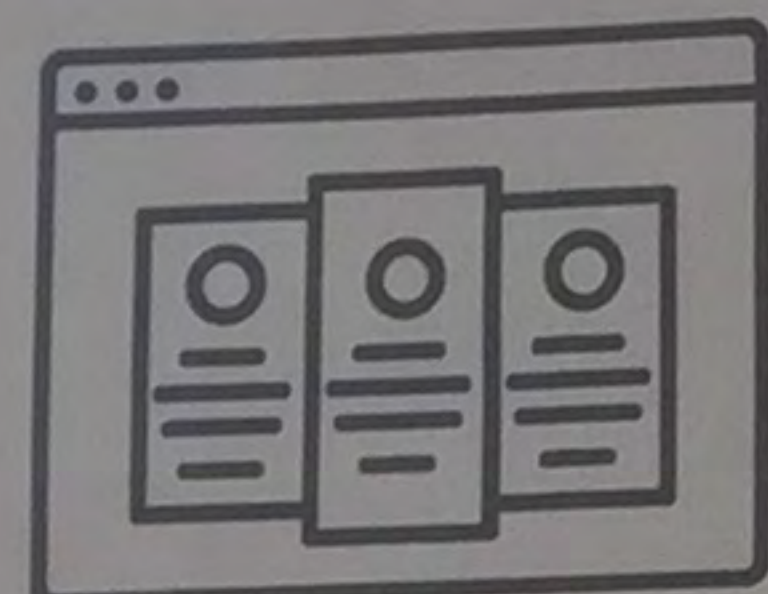
"I ENCRYPT BECAUSE I CARE."

Showcase long-term benefits i.e. wear a seatbelt for safe sex

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- Other: _____
- Cryptography researchers
- Usability researchers
- Ethnographers
- Other: Legal team



WHAT ARE SPECIFIC WAYS TO REACH OUT TO TOP 3 AUDIENCES

Everyone doesn't live in the same world

Start with care issues, not the edge cases

Favorite happy path

The threat may be living in your house or staying at your hotel.

watch people doing / adopting / books

We actually don't know what people want

It's not only about making it pretty

Better security may still be better than no security for many people

What do designers care about?

How do I evaluate how good the UX is?

Easiest way to use 2-factor authentication

1st step What do designers care about?

Make people feel comfortable throughout the process of signing up

threat models

N=1

Showcase all tools for security

All security is personal

First you need to know how technology works

Trust = Vulnerability

PERFECT INVISIBLE SECURITY IS PROBABLY IMPOSSIBLE

Encryption setting up Privacy Keys + Public Keys

Easy isn't always better

UX IS USUALLY ABOUT MAKING IT EASY TO DO X SO WHILE UX IS ABOUT EASY TO DO X BUT HARD TO DO Y (WHERE Y IS BAD)

"Speed bumps" may matter, none propose

gnubby (Security Key) why?

Point of Diminishing Returns

How does encryption work?

Data Scientists

Government Decision-makers

Product owners

Anyone who makes apps + websites

undergraduate edu

IT

Product designers (software)

Customers

Business People

FUNDERS

Academic Programs (Design / Crypto)

Full day workshop on security tools

Stories of Impact

Parody

News + DR Storytelling

Analogy

Watch User Studies

Open Hardware awareness

Dogfooding

Interactive events

Incentives

Liability

Hackathons

work with curated teams to invent tools and make products

Responsible to our audience

Integrate privacy + security into design education system

workshops with experts + well-sourced objectives to define goals

Examples



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Session 4: Breakout Sessions

Topics:

Making a Living

Inclusive Design for All

Privacy-Preserving User Research Metrics

Sign In

Key Management/Accessible Crypto

Optional questions to answer:

What are the top challenges?

What experiments would you like to see run? (You don't need to run them)

How would you evaluate the experiments?

How would you share what you've learned with a wider group?

What would you/your org like to do?

PICK
HOT PINK

MAKING A LIVING

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A

4

Session 4

Consider these example questions if they're helpful, otherwise ignore. Each team will have 10 minutes to share top 3 highlights with the group.

TOPIC

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BREAKOUT
TOP TAKE-AWAYS

1. Confidential as a Service

2. Free Soft/Hardware Store

3. How to create demand & cultural want

FREE GEEK

Align Incentives

Non-profit workshops with multiple corp. sponsors

OWNERSHIP WITHIN THE "STACK"

BIZ MODEL FOR PRIVACY + SECURITY?

Ethical For Profits

BRAND TRUST

Value - Add Services

VC'S?

1% of profit "Corporate Responsibility"

WHAT NEW TOOL-CHAINS DO WE NEED

REIMAGINE THE INFORMATION ECONOMY

WHAT IS THE INFO ECONOMY MODEL THAT WORKS?

WHAT IS VALUE? £\$?

Client vs Server

Comodities vs Infrastructure

INCLUSIVE DESIGN FOR ALL

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Session 4

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BREAKOUT SESSION NAME HERE VERY LARGE

TOPIC

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Session 4

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What are the top challenges? 🏆

What experiments would you like to see run? (You don't need to run them) 🧪

How would you evaluate the experiments? 📊

How would you share what you've learned with a wider group? 🏢

What would you/your org like to do? 👤

BREAKOUT TOP TAKE-AWAYS

1. LACK OF VOCABULARY + SHARED UNDERSTANDING OF SECURITY, PRIVACY, ETC...
2. Privacy & Pay
Low income groups
3. BUILDING EMPATHY FOR SITUATIONS WHERE YOU CAN BE "ANOTHER PERSON/PLACE"
Simulate environment where connection goes out notified that you're being affected

Accessibility from step 1, how to do it while staying agile

Make more people/orgs care about accessibility

Make more people/orgs care about security

MOVE FROM DEFICIT TO ASSET MINDSET WHEN ENGAGING WITH USERS

BUILDING ON EXISTING FRAMEWORKS + APPROACHES THAT CALL OUT ACCESSIBILITY

awareness OF anonymity

LEARNING + APPROACH SHARING WITH COMMUNITIES THAT CAN BE OPEN + SHARE

how do you design for people who don't know it's an issue

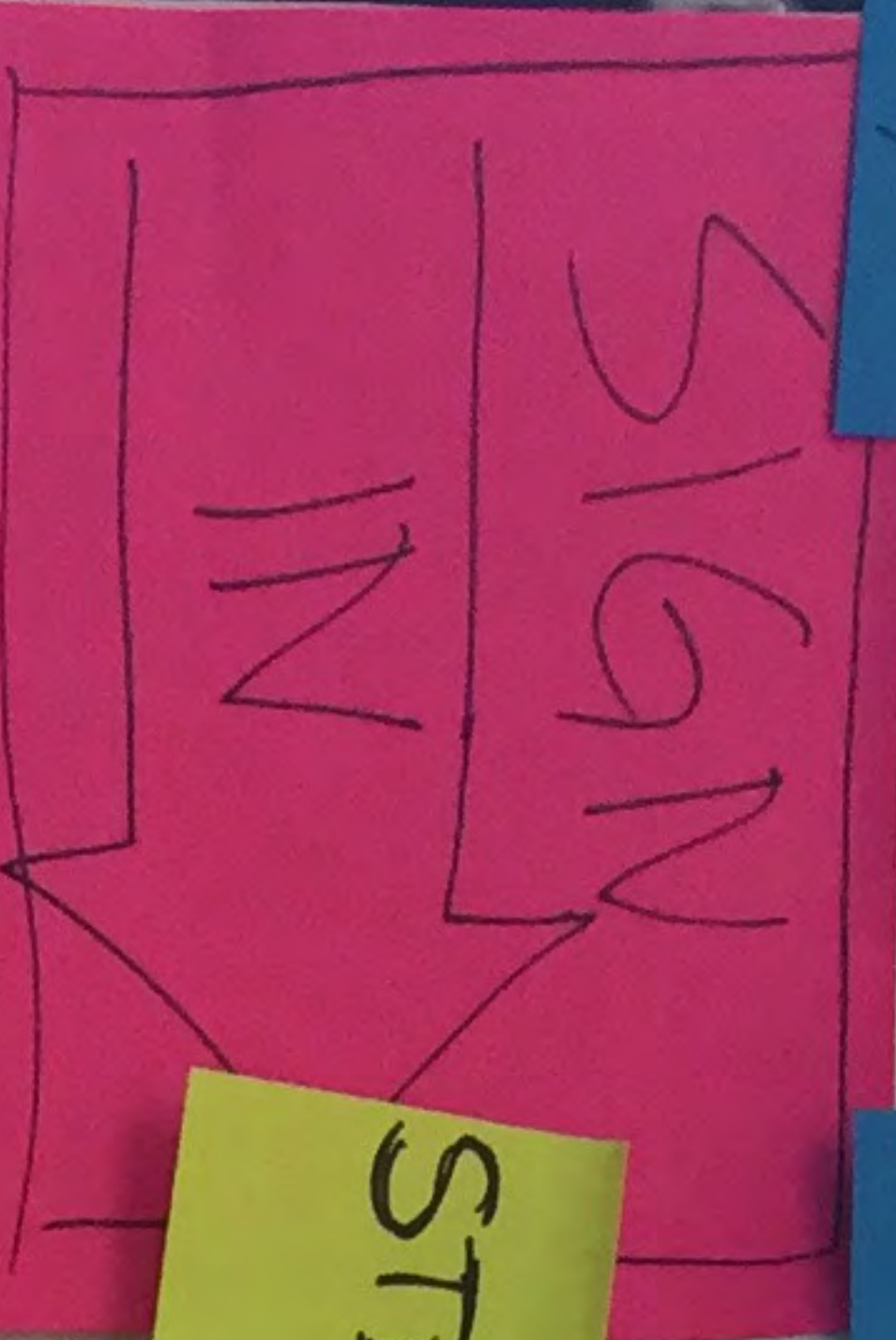
prototyping tools not globally accessible

can we learn about remote challenges without visiting to develop empathy

Rotating Conference location
Set aside travel funds 😊

even a conversation is better than giving up because it's not ideal.

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Discovery pre-game

Marketing / Data reach / promotion

What open source libraries (Android side) (e.g., can you find libraries, etc.)

STEPS

CREATE ACCOUNT
PASSWORD CREATION

IT?

DATA FILES AROUND

Does it generate visible network traffic?

TOPIC

Session 4
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What would you/your org like to do?

Top Challenge

SIGN IN or SIGN UP TOOLS TO MAKE PEOPLE FEEL CONFIDENT

comfortable, and transparent

EASY BUT SECURE

What types of software? Banking, healthcare or other sensitive data

WHICH BUTTON?

1 click sign in yes or no?

Share with Facts + Figures Run a user test to generate an understanding on user's comfort levels

Is it possible? Anonymous use?

Anonymous sign in?

Telling the user how many steps to sign in

uggest next steps

CHALLENGE

RETURN SIGN IN

Small/push notifications to bring user back to site

HUMAN MEMORY FAILS

LOST DEVICES/TOKENS

RECOVERY FROM LOSS/FAIL STATE

USER PASSWORD MGMT

QUICK FEEDBACK WHENEVER IT WORKS

TOP TAKE-AWAYS

BREAKOUT

1. Create a non-invasive user flow, to make users feel comfortable
2. WHEN IS SIGN IN REALLY NECESSARY?
3. Give people a way out

Give people a way out

USER RESEARCH METRICS WHILE PRESERVING USER PRIVACY

- 1 AWARENESS
- 2 ACQUISITION
- 3 ONBOARDING
- 4 RETENTION
- 5 RECURRING
- 6 ~~REVENUE~~

4

TOPIC

- What are the top challenges?
- What experiments would you like to see run? (You don't need to run them)
- How would you evaluate the experiments?
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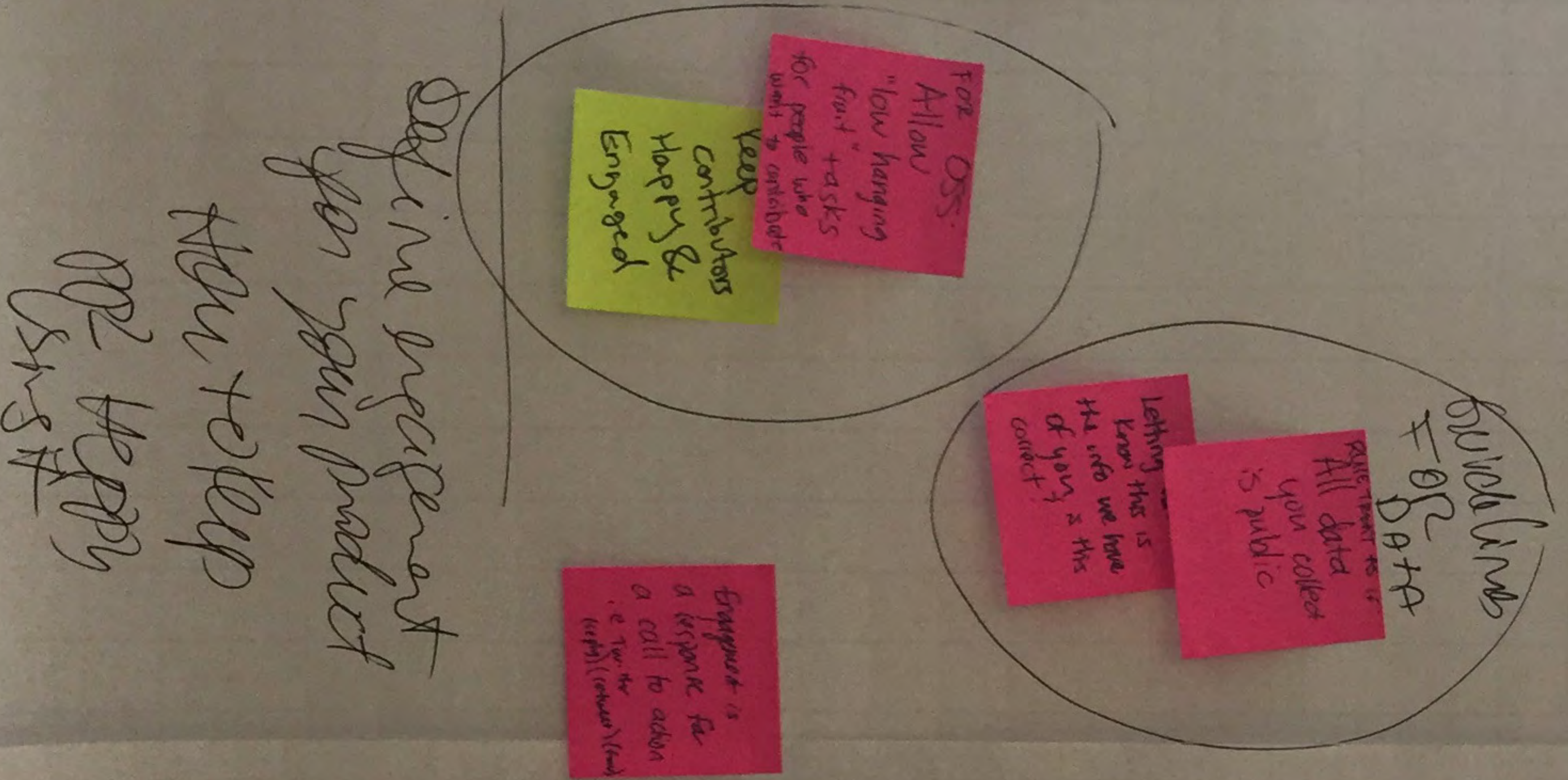
BREAKOUT

TOP TAKE-AWAYS

1. Guidelines for data:
 - A) Treat all data you collect as public
 - B) Let user know what is collected
2. Define engagement for your product

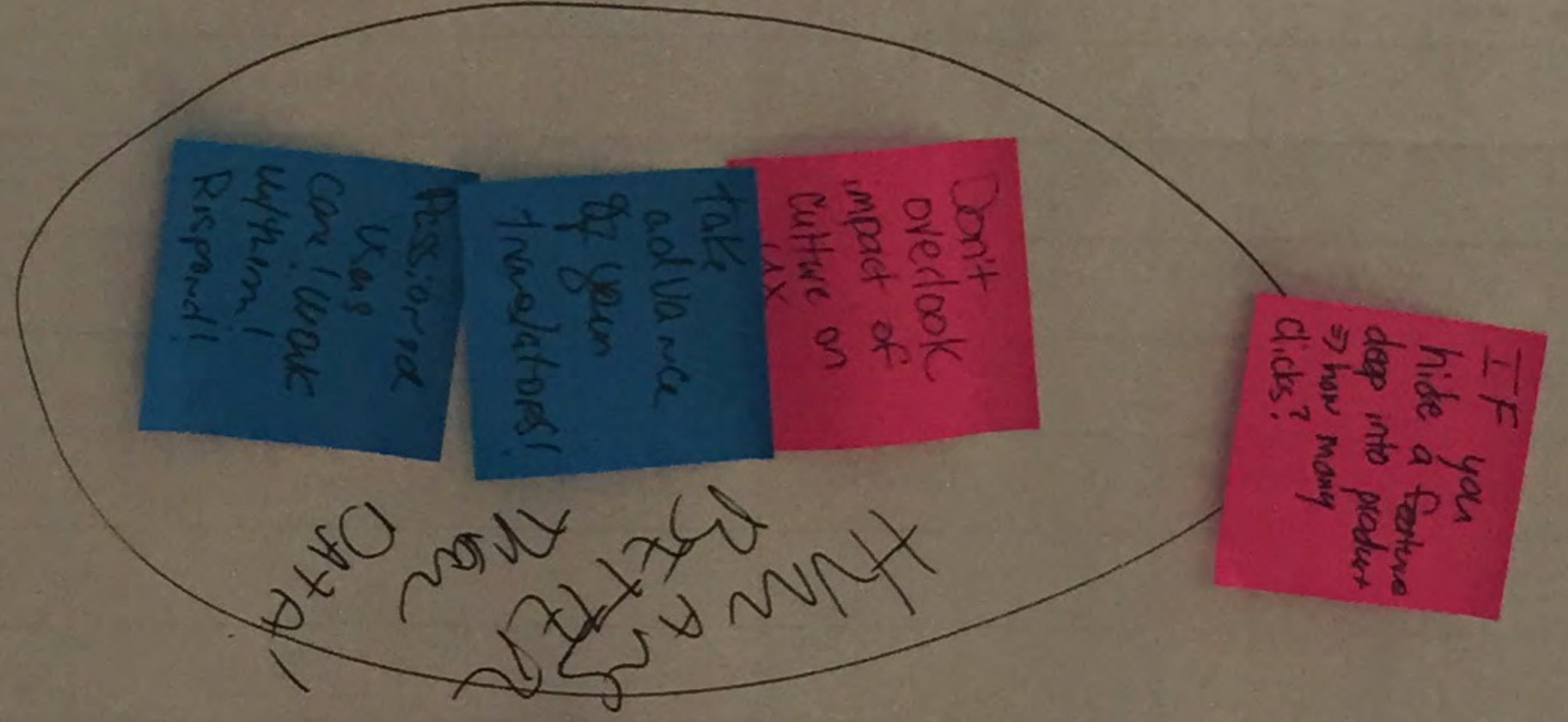
How to keep users happy first
3. Humans are better than Data

-passion, cultural implications



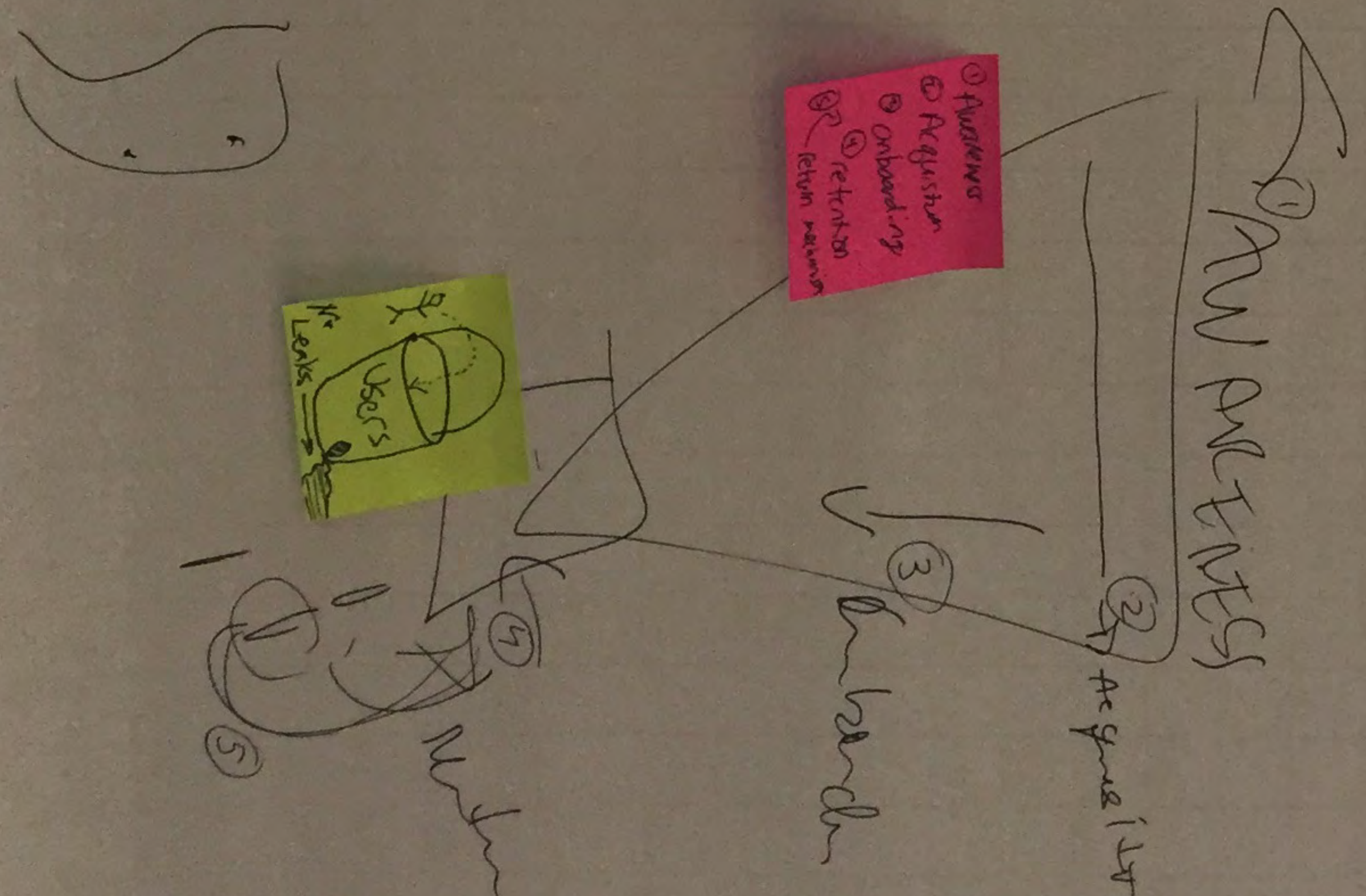
Define engagement for your product
How to keep
PR & COPY
writing


AVOID DARK UX



THINK BETTER THAN DATA

Expectation: Did you ask what is on active user to you? Is user count made to help?



KEY 
MANAGEMENT

ACCESSIBLE
CRATO
HIDE IT OR
EXPLAIN IT?

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4

Session 4


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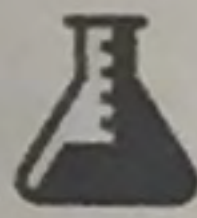
BREAKOUT SESSION NAME HERE VERY LARGE
TOPIC


Keybase should build a *safe* Contacts app

Multi-path auth (and auditing/transparency) are good

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What are the top challenges? 

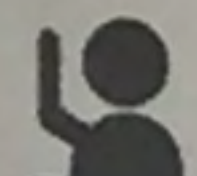
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How would you share what you've learned with a wider group? 

What would you/your org like to do? 

BREAKOUT TOP TAKE-AWAYS

1.

* you can't make crypto completely invisible

2.

Identity more natural language than Keys

3.

Multi-device sync is challenging
Dedicated hardware is a usable, convenient metaphor, but work remains to make it truly trustworthy