

Thinking the GDPR in the user experience

Predefined services

Données
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Information

This document completes the [Thinking the GDPR in the user experience](#) method, to be downloaded at the following address: design.cnil.fr/en/resources/, for imagining creative implementations of various GDPR concepts within the user journey of a service or product.

It provides 10 service sheets to facilitate the conduct of the workshop. These services are fictional, any resemblance to existing services or companies is fortuitous.

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1.3 • Service

The logo for 'goods' is displayed in a blue, lowercase, sans-serif font. The letter 'o' is replaced by a circular icon containing a stylized human figure with arms raised, suggesting health or activity. The background is a solid light green color.

goods is a food tracking application and meal planner to adopt healthy lifestyle habits and getting healthier. It is addressed to anyone seeking to change her eating habits in a sustainable way.

— Data & interfaces —

Devices

Smartphone application, website, connected fork.

Data

- First and last name;
- Email address;
- Height & weight;
- BMI;
- Age;
- Gender;
- Calorie intake;
- Eating habits;
- Diet;
- Food preferences;
- Physical activity.

Use

- Account management and security;
- Advice personalisation;
- Addresses and product recommendations based on diet;
- Automate diet tracking;
- Train the algorithm generating advices and analysing results;
- Sending information to the user on the service state (eg. update).

1.3 • Service

bikers

Bikers is bike rental company for women, for all kind of use. It is aimed to women who wish to use bike designed for them by taking into account their morphology, offering thus an optimal comfort of use.

Data & interfaces

Devices

Website.

Data

- Name and surname;
- Email address;
- Phone number;
- Postal Address;
- Company (optional);
- Password;
- Bank details (credit card);
- Type of activity;
- Type of bike rented;
- Size;
- Dates of rentals;
- Geolocation of the bike.

Use

- Account management and security;
- Rental payment and management;
- Morphology census (intern study for R&D);
- Pre-filling of location choices
- Recommended customized tour
- Commercial advertising from partners;
- Geolocalised flash offers (ephemeral);
- Notification in case of overrunning schedule or authorized perimeter;
- Sending information on the service state (eg.update).

Genial

GenIAL is a productivity application that will autonomously and smartly organize your daily schedule according to the communications you receive and your schedule as well as that of your contacts. It is intended for dynamic professionals who spend far too much time organizing their agenda.

Data & interfaces

Devices

Smartphone app, web app, messaging.

Data

- Name and surname;
- Email address;
- Phone number;
- Call content;
- Geolocation;
- Workplace address;
- Home address;
- Calendar;
- Contacts;
- Contacts calendar;
- Emails.

Use

- Account management and security;
- Automatic transcription and analysis of sound samples;
- Sending invitations and responses to invitations by email or calendar;
- Restricting access to applications;
- Productivity follow-up notifications and personalized advice;
- Booking workspaces;
- Sending information on the service state (eg. update).

1.3 • Service



CAMILLE GIRA

Organic and eco-responsible cosmetics. Moreover of using high-quality ingredients, products are customized to the needs and specificities of each customer. The brand is aimed at people who wish to combine elegance and ecology and who are looking for quality products fit to their needs.

Data & interfaces

Devices

Smartphone app, website.

Data

- Name and surname;
- Email address;
- Password;
- Delivery address;
- Invoice address;
- Phone number;
- Age;
- Skin color and skin type;
- Hair color and hair type;
- Cosmetics needs;
- Skin disease;
- Skin allergies or intolerance.

Use

- Account management and security;
- Order management;
- Purchase and use personalised advice;
- Highlighting products adapted to your skin and hair on the app
Mise en avant des produits adaptés;
- Information on new products;
- Sending information on the service state (eg. update).



1.3 • Service

ΔPICTURE

Created by hiking enthusiasts, Apicture is a service to share the most beautiful landscapes seen during a hike. The application allows the sharing of only one photo per day. It is very popular among people who practice outdoor sports.

Data & interfaces

Devices

Smartphone app.

Data

- Nam and surname;
- Email address;
- Password;
- Photos (through phone storage or camera);
- Geolocation.

Use

- Account management and security;
- Recommend and customize content;
- Semi-automate photo publishing (e.g. auto-fill location)
- Recommend people to follow
- Sending information on the service state (eg. update).

1.3 • Service



Coopiscine

Coopiscine is a pool rental platform between neighbors. Owners of private pools can give their address and take pictures, families looking for a cool moment can geolocate nearby pools and book an hour or more via the site or the application.

Data & interfaces

Devices

Smartphone app, website.

Data

- Name and surname;
- Postal address;
- Email address;
- Password;
- Photos (through phone storage or camera);
- Geolocation;
- Bank details.

Use

- Account management and security;
- Transaction management;
- Notification of questions received;
- Automate the location of the ad;
- Recommend nearby pools;
- Send commercial offers from our partners (pool equipment).

1.3 • Service

ASAPéro

ASAPéro offers night delivery of drinks and aperitif biscuits at home. This service is for those who do not want to arrive empty-handed or who find themselves short of stock before the end of the party. The application geolocates you and delivers within the hour.

Data & interfaces

Devices

Smartphone app.

Data

- Name and surname;
- Birthdate;
- Geolocation;
- Phone number;
- Copy of ID card.

Use

- Account management and security;
- Legal age checking;
- Pre-filling of basket (history);
- Pre-filling of delivery point;
- Notification of delivery;
- Service evaluation request;
- Products recommendation.

1.3 • Service

Postalicious

Bien plus qu'une carte postale

With Postalicious, turn your photos into unique and authentic postcards for your family and friends. The tablet application allows you to choose a visual from your gallery photos and then choose your message on the back. Everything will be printed in card format and posted within 48 hours by our services.

Data & interfaces

Devices

Smartphone application.

Data

- Name and surname;
- Postal address;
- Recipient's name and surname;
- Photos (through phone storage or camera);
- Geolocation.

Use

- Account management and security;
- Automatic photo caption (location, date, time);
- Photo printing;
- Envelope filling (address and name of senders and recipients);
- Recommend places to visit and nearby hotels;
- Sending information on the service state (eg. update).

1.3 • Service



Set & Match !

Set & Match is an application to find tennis partners. In singles, doubles or mixed matches, match up with the sportsmen near you. The application integrates a court rental system that divides the price between the players and a "fairplay" mode that will charge the rental to the winner of the match.

Data & interfaces

Devices

Smartphone app, website.

Data

- Name and surname;
- Age;
- Height;
- Tennis level;
- Geolocation;
- Profile picture;
- Email address;
- Calendar.

Use

- Account management and security;
- Recommend profiles of similar players (age, level, geolocation);
- Semi-automated rental and payment of the tennis court;
- Commercial offers from our partners (sports equipment, water);
- Proposal of match dates/times;
- Sending information on the service state (eg. update).



1.3 • Service

D O G F  T H E R

With Dogfather, sponsor a senior's pet. In case of difficulty with the care or veterinary appointments, you can be called upon using a very easy to use application. In addition, you are responsible for collecting the pet in the event of the death of its owner.

Data & interfaces

Devices

Smartphone app, website.

Data

- Name and surname;
- Postal address;
- Phone number;
- Email address;
- Owner's name and surname;
- Owner's home address;
- Owner's phone number;
- Photo (phone storage).

Use

- Account management and security;
- Message notification;
- Call and video transfer;
- Send offers from our partners (accessories and feeds for animals);
- Semi-automation of messages;
- Sending information on the service state (eg. update).