

Thinking the GDPR in the user experience

Workshop animation kit

Données
& Design par **LINC**
CNIL.

design.cnil.fr

Introduction

This kit is a methodology to facilitate workshops for imagining creative implementations of various GDPR concepts within the user journey of a service or product. It is to be used in order to:

- facilitate collaborative work between different expertise (design, legal, technical...);
- find creative and user-friendly solutions to implement the concepts of the GDPR, such as people's information, consent and the exercise of rights, in the user experience of an existing, or in the process of being created, service or product;
- raise awareness in teams and individuals about the role of design in the proper implementation of some of the GDPR's concepts.

This kit results from a series of Données & Design workshops conducted between May and September 2019 during which the method was tested with the participants. Their feedback have been integrated in order to improve it. The Données & Design workshops are organized by the LINC (CNIL) in an exploratory approach on the role of design in data protection.

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How to use the kit

1 • Context

This step allows you to define a user profile (canvas 1.2) and lay the foundation for the service or product addressed to her (canvas 1.3) in order to create a coherent context from which to develop a user journey and think about the implementation of GDPR concepts in it.

It is possible to either invent an entirely fictitious context or use elements already available to you in the case of an existing service or product.

You can also use the [pre-defined user profiles and services](#), which can be downloaded at: design.cnil.fr/en/resources/

Associated pages



p.5



p.6



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How to use the kit

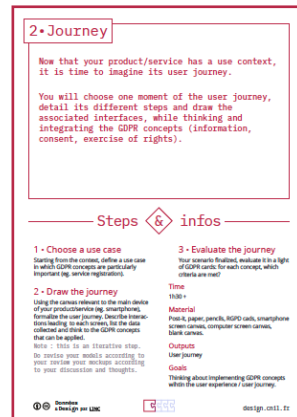
2 • User Journey

This step aims to create the user journey of the product or service from the context defined in the previous step.

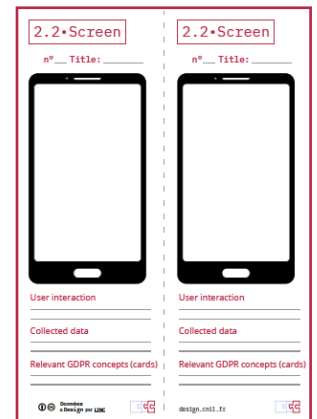
It focuses on developing a specific moment in the user journey relying on several canvas ([canvas 2.2](#), [canvas 2.3](#), [canvas 2.4](#)) and on [GDPR cards](#) to download at the following address:

design.cnil.fr/en/resources/

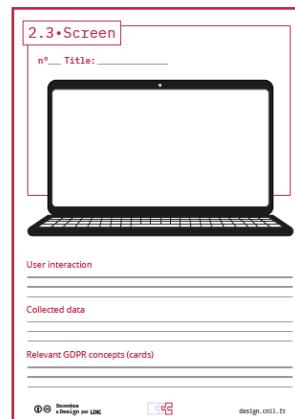
Associated pages



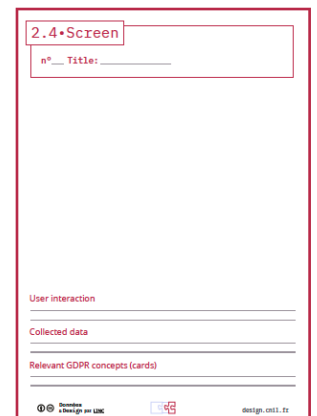
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1 • Context

Defining the context in which a service or product is a key step in order to properly consider your user journey and imagine how the concepts of the RGPD can fit into it.

You will first outline your product or service, how it works, and the type of people it is directed to. You will give shape to the product/service, make it realistic and credible, without setting all the details.

Steps & infos

1 • User profile

Here you will define a user profile of your service: what does he/she like to do? What is his/her familiarity with the digital world and personal data?

Note : considering extreme profiles allows you to develop scenarios with particularly unexpected and critical data-related situations.

2 • Product / Service

This canvas invites you to define the foundations of your product or service: what does it offer? what is its purpose?

Time

30mn

Material

Post-it, paper, pencils, pre-defined user profile and services.

Outputs

General presentation of the service and its associated user.

Goal

Create a use context from which to envision how to implement GDPR concepts.

1.2 • User

Name _____

Age _____

Biography _____

Photo or illustration

Privacy & digital

Digital use

Frequency _____

Device _____

Mastery _____

Awareness on issues
of data protection
and privacy

Understanding of the digital



1.3 • Service

Logo or illustration

Summary (What? Why? Who?)

Data & interfaces

Devices

Data

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Use

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



2 • Journey

Now that your product/service has a use context, it is time to imagine its user journey.

You will choose one moment of the user journey, detail its different steps and draw the associated interfaces, while thinking and integrating the GDPR concepts (information, consent, exercise of rights).

Steps & infos

1 • Choose a use case

Starting from the context, define a use case in which GDPR concepts are particularly important (eg. service registration).

2 • Draw the journey

Using the canvas relevant to the main device of your product/service (eg. smartphone), formalize the user journey. Describe interactions leading to each screen, list the data collected and think to the GDPR concepts that can be applied.

Note : this is an iterative step.

Do revise your models according to your review your mockups according to your discussion and thoughts.

3 • Evaluate the journey

Your scenario finalized, evaluate it in a light of GDPR cards: for each concept, which criteria are met?

Time

1h30 +

Material

Post-it, paper, pencils, RGPD cards, smartphone screen canvas, computer screen canvas, blank canvas.

Outputs

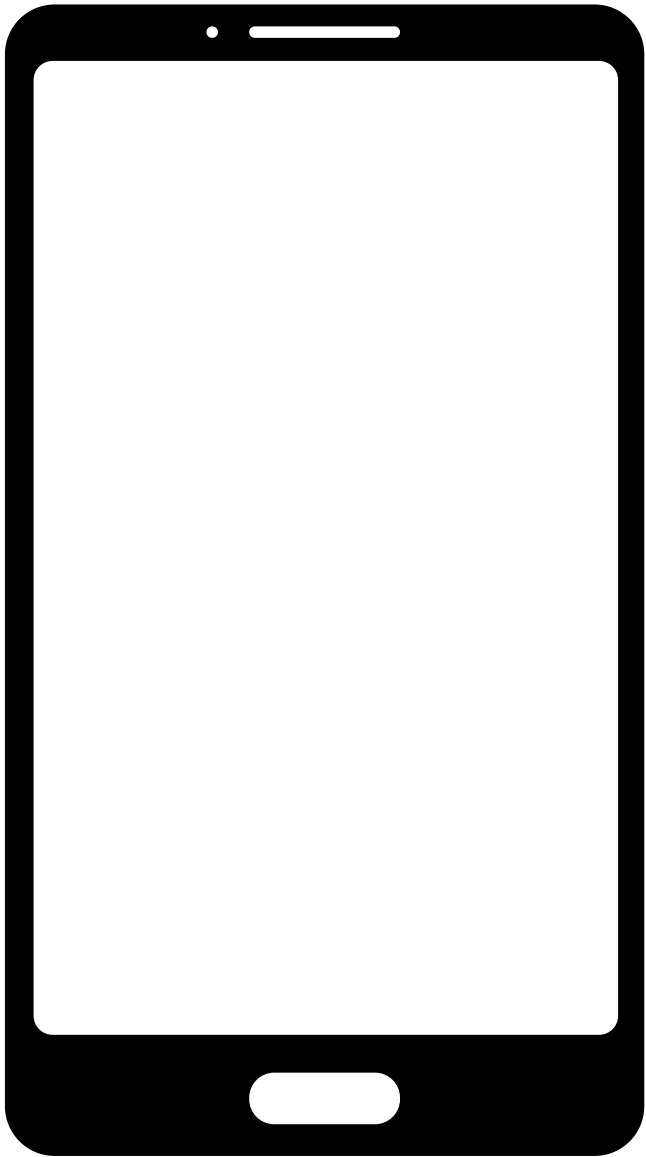
User journey

Goals

Thinking about implementing GDPR concepts within the user experience / user journey.

2.2•Screen

n° ___ Title: _____



User interaction

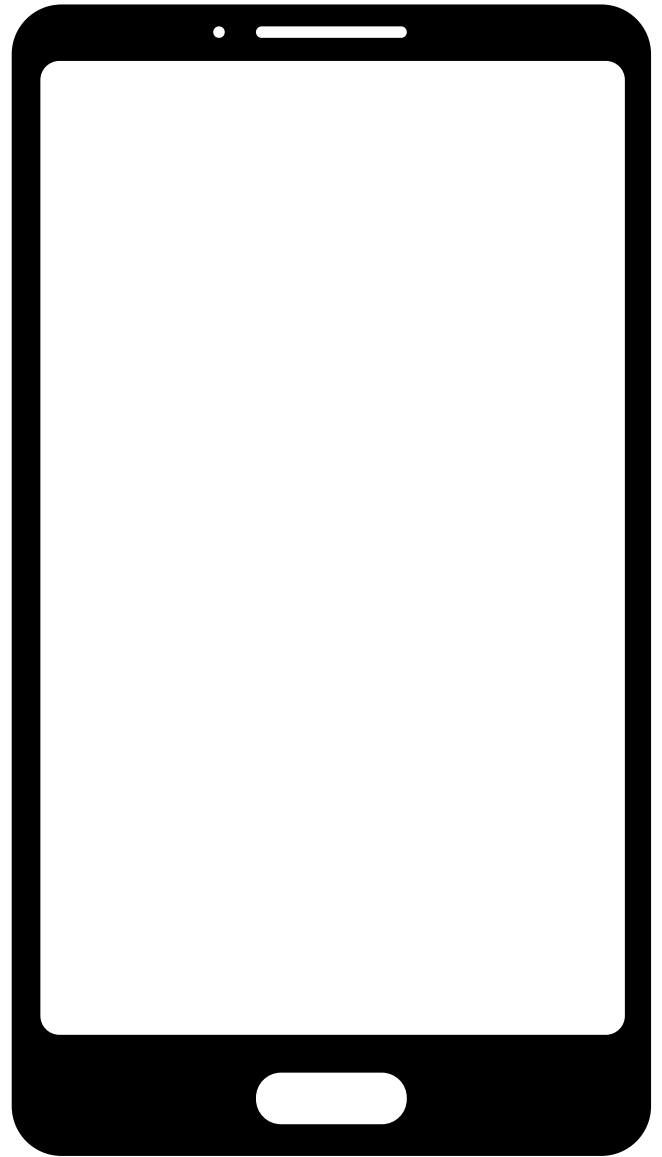
Collected data

Relevant GDPR concepts (cards)



2.2•Screen

n° ___ Title: _____



User interaction

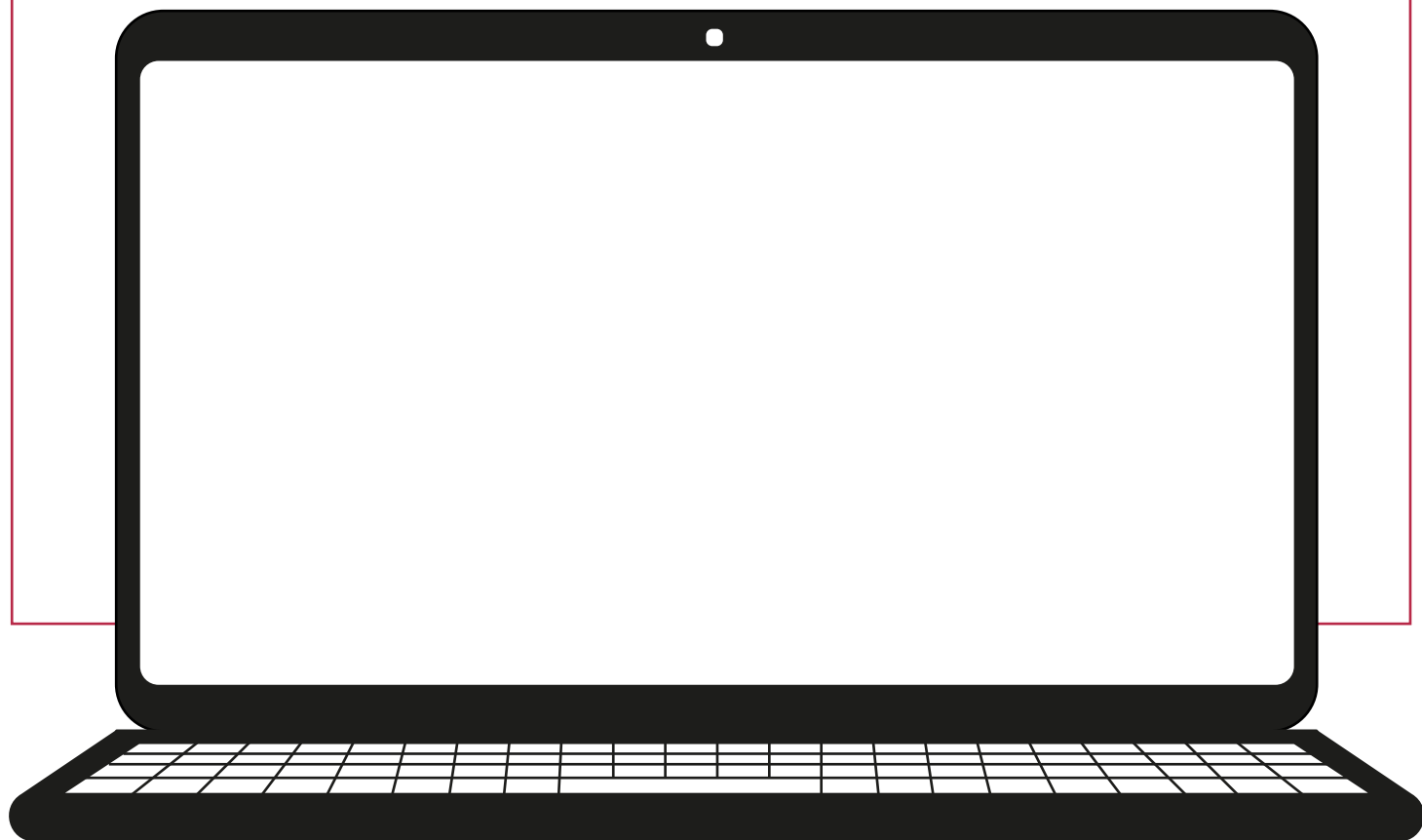
Collected data

Relevant GDPR concepts (cards)



2.3 • Screen

n° ___ Title: _____



User interaction

Collected data

Relevant GDPR concepts (cards)



2.4•Screen

n° __ Title: _____

User interaction

Collected data

Relevant GDPR concepts (cards)



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