Value Driven Design

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Value Driven Design

A case study on a successful privacy by design project where we learned by failing
when you think about **privacy**

which concept is most related?

a) requirements  
b) trust  
c) agency
results?

https://tinyurl.com/FOSDEMPoll1
the design challenge

3 perspectives on privacy

the approach

the learnings
The design challenge
promoting agency with an open source ecosystem for e-health
Challenges

- Digital open source exchange standard
- Agency of the end-users is key
- Ecosystem of care applications (high security) blending with social health applications (low security)
3 perspectives on privacy causing miscommunication all around
Three perspectives

**THEORETICAL PERSPECTIVE**

a relational view on privacy centering around the choice of revealing or hiding information

**END-USER PERSPECTIVE**

experience of privacy processes and interactions as encountered in information systems, products and services

**TECHNOLOGICAL PERSPECTIVE**

the architecture, development and implementation of privacy
Three perspectives

**THEORETICAL PERSPECTIVE**
A relational view on privacy centering around the choice of revealing or hiding information.

**END-USER PERSPECTIVE**
Experience of privacy processes and interactions as encountered in information systems, products and services.

**TECHNOLOGICAL PERSPECTIVE**
The architecture, development and implementation of privacy.
the approach
to create alignment
and validate with end-users
Bridging the gap

- Finding common values: trust and agency
Bridging the gap

Translating the common values to design principles for privacy
How to user test ??

Abstract principles are hard to validate with end-users...

END-USER

TRUST AGENCY

DESIGNER

no end-users were harmed in the execution of this project
Privacy game

A game to envision abstract scenario’s

GAME SCENARIO:

TO SHARE OR NOT TO SHARE

MAYBE...

END-USER

DESIGNER
the learnings on privacy
Design principles

**trust is an iterative process**
Privacy and trust are an iterative process between humans or a human and a machine.

**reciprocity in info exchange**
I share <> you share. People are willing to trust if there is a balance of sharing between the two sides.

**consistency in design and systems**
The experience of privacy has an underlying trustworthy architecture to back it up.
which learning do you take home from this presentation?

or go to: https://tinyurl.com/FOSDEMPoll2
results?

https://tinyurl.com/FOSDEMpoll2
Questions

only smart questions please!

made by Winfried Tilanus & Emilie Tromp