



# Consentful UX

Johanna Bates & Clayton Dewey

[DevCollaborative.com](https://DevCollaborative.com)

devcollaborative



# Who are we?

## **Johanna Bates**

@hanabel on Twitter

@hanpersand on Drupal.org

- Co-founder of DevCollaborative
- Front-end dev for 22 years
- Interest in web accessibility

## **Clayton Dewey**

@claybolto on Twitter

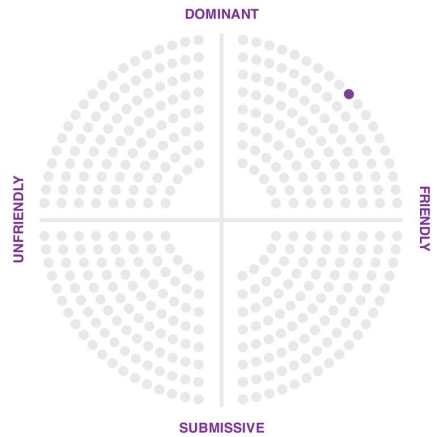
@cedewey on Drupal.org

- Product Owner at DevCollaborative
- User Experience Designer for 11 years
- Focus on usability and empowerment

DevCollaborative.com



# Design persona - what we want to be



---

FUN *but not childish*

---

FUNNY *but not goofy*

---

POWERFUL *but not complicated*

---

HIP *but not alienating*

---

EASY *but not simplistic*

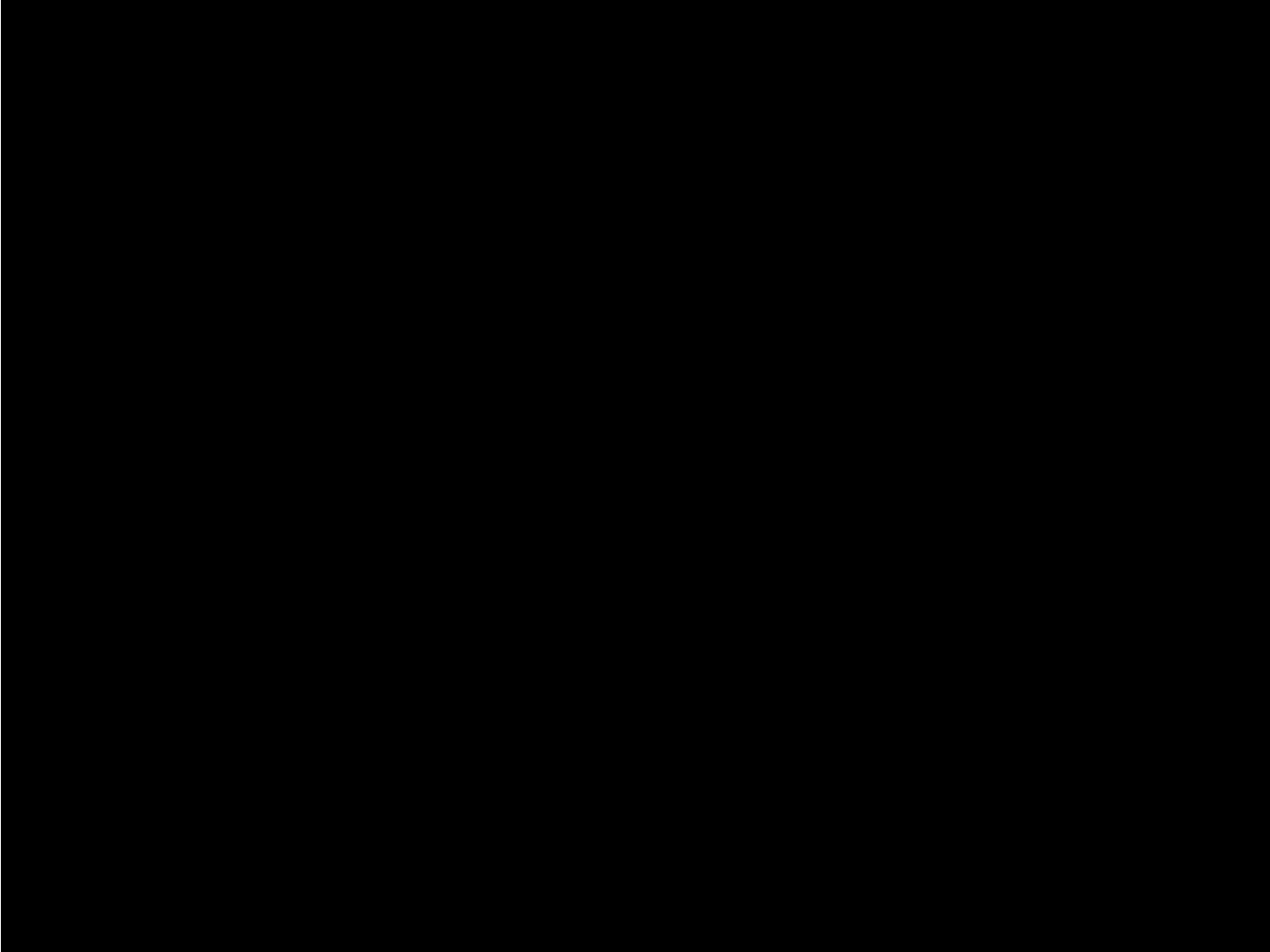
---

TRUSTWORTHY *but not stodgy*

---

INFORMAL *but not sloppy*

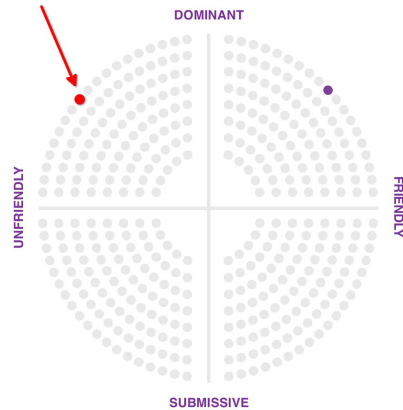
---





Please sub  
to our New

# Design persona - what we actually are



- **Pushy** but not threatening.

*FUN but not childish*

- **Entitled** but not full-on aggro  
creeper.

*POWERFUL but not complicated*

- **Needy** but not desperate. Well  
ok actually yes a little bit  
desperate.

*EASY but not simplistic*

*TRUSTWORTHY but not stodgy*

*INFORMAL but not sloppy*



# Coercive UX

These UX patterns manipulate users, to try to get them to do something that we want them to do.



# Popups, modals, & notifications

These patterns are more than mildly annoying.



## Delete the "Most Important Thing Ever" project? ✕

This will delete the project, along with the following:

- Any unassigned tasks that are only in this project
- Any Custom Fields local to the project
- Any rules in the project

Cancel

Delete

## 7. Customize Design for Different Devices to Avoid Annoying Google

A few years ago, Google announced its [new interstitials policy](#).

That scared a lot of marketers because it meant site owners could be punished if intrusive popups were misused on mobile.

Hey, I'm Rikke from Sleeknote



### Can I Send You My Next Post?

Enter your email to get notified of when my next post goes live. I'll also give you **lifetime access** to our best marketing resources including:

- 🔥 The 41 Best E-Commerce Emails We've Ever Seen (2020 Update)
- 👤 Casper's \$750+ Million Marketing Toolkit (Our All-Time Favorite)
- 📈 Our Content Relaunch Framework (How We Increased Our Traffic by 290.67% in 3 Weeks)

[Send Me Everything](#)

You'll get actionable strategies, free resources, and news from us once a week. Unsubscribe anytime.

you can't use them, period. It just means you have to use mobile-friendly popups to follow best practices.

On mobile, where screen space is limited, you need to reduce the amount of content included in your popup.

Instead of creating a desktop popup and then switching to mobile, you should edit the elements you want to change for mobile.

Another way to create two separate popups, but only adjust the design of the mobile popup.

It's important to consider when editing the design of your mobile popup.

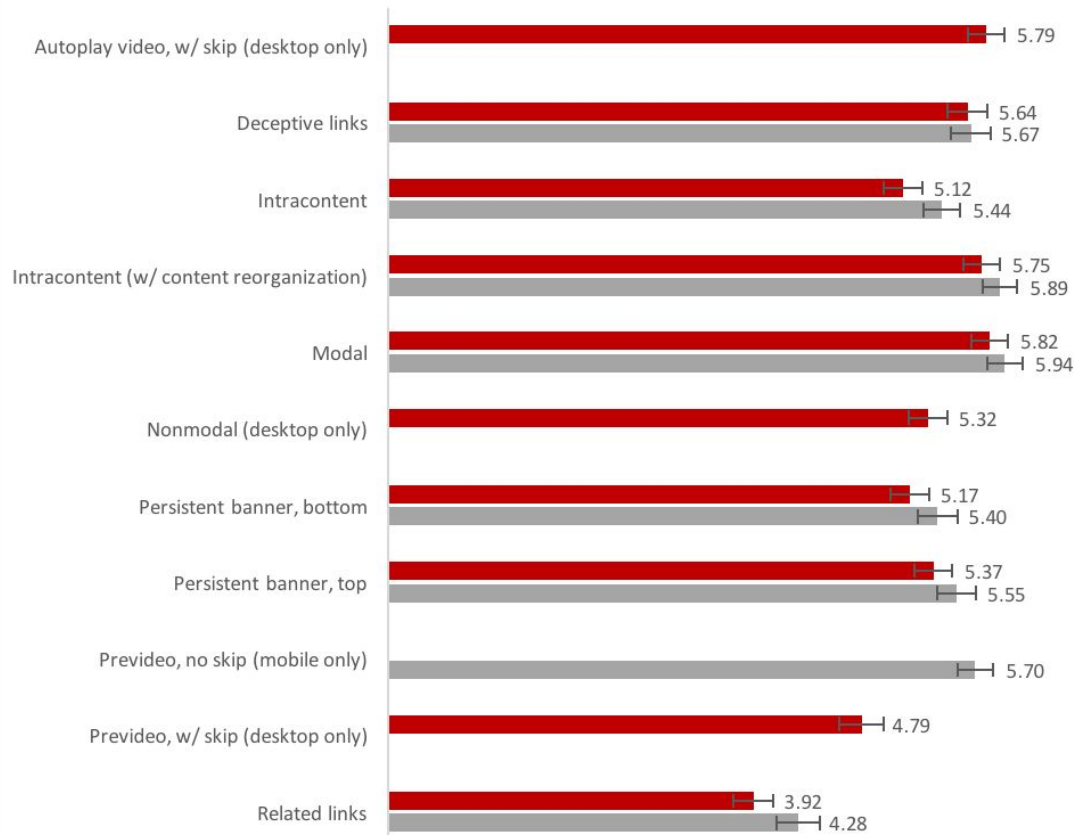
Always unlink the elements you want to change so the design in your mobile popups doesn't affect your desktop



# Users *hate* them

### Average Ratings by Ad Type

(1=Strong Like; 7= Strong Dislike)





## Bumps in metrics

- List size
- Number of petition signatures
- Open rates
- Website traffic

---

## Are you also measuring

- How many users did you annoy and lose?
- How many people entered fake email addresses?
- How many sales or donations did this UX pattern actually result in?





# Forcing the redirection of a user's attention is coercion.

**Attention** is the behavioral and **cognitive process** of selectively concentrating on a discrete aspect of information, whether considered **subjective** or **objective**, while ignoring other perceivable information.

👋 Curious to see how  
PandaDoc can help your team?





In humans, the amygdala activates quickly and automatically in response to social stimuli loaded with negative emotions. (Shutterstock)

## Attention: A limited resource

One might object that for many people, fortunately, COVID-19 does not pose the same kind of threat as a snake encountered in the undergrowth. Our social systems provide us with protections that are previously unimaginable and we are much better prepared to deal with crisis situations.

And, learning situations established by educational institutions — whether in-person classes or online classes — require students to direct their attention and consciously control their cognitive processes. From this perspective, a great challenge will be to ensure that all students benefit from these experiences by ensuring that the

The cognitive psychologist Daniel Kahneman was among the first to propose that some cognitive processes require more attention than others. This is particularly the case for activities involving the conscious control of cognitive processes (such

✕

**Join over 73,000 people who get our newsletter**

**Sign up**









## **Cognitive overload affects users with:**

- Mental health challenges
- Attention deficit & other cognitive issues
- Users navigating in a second language
- People with a lower level of tech literacy & comfort
- Anxiety
- Stress



# **We're not respecting users.**

Coercive UX shows we don't trust our users to find ways to engage with us if and when they want to.



**Coercive UX patterns manipulate users, to try to get them to do something that we want them to do.**



# Would you do this with some person?



✕

Sign up for  
**Clayton's 🔥 Hot 🔥 Biz Tipz**  
**Newzzzzzletter!!** 💰💰💰💰

Yes, make me a billionaire!

No thanks, I am a loser.



# **We can do better.**

Here is a framework we can use to make more respectful, more consentful UX.

---

# What is Consentful UX?



# Consentful Tech Definition

Consentful technologies are digital applications and spaces that are built with consent at their core, and that support the self-determination of people who use and are affected by these technologies.

Source: [consentfultech.io](https://consentfultech.io)

# CONSENT



**F**reely Given  
**R**eversible  
**I**nformed  
**E**nthusiastic  
**S**pecific





## Freely Given

*If an interface is designed to mislead people into doing something they normally wouldn't do, the application is not consentful.*



# Freely Given

## Coercive

1. Pop-ups, modals, interstitial videos
2. “Manipulinks” & coercive copy
3. Autoplaying video or audio

CUOMO ANNOUN

Cuomo announces sharp spike in coronavirus positive test results in New York and 2.6...



Fox News s Napolitano waiter to e



We'd like to send you notifications for the latest news and updates.

No Thanks

Allow

ONLY 99¢ FOR 12 WEEKS Sale ends 10/5

LOG IN

ND 2.6% HOT SPOT

Howard Stern to Joe Biden: Make Trump tax forms his 'ticket' to debate Biden



AOC mc off \$701 taxes —

POLITICS NEWS

De Blas city wo

By MICHAEL GARTI NEW YORK DAILY N

# DAILY NEWS

## Don't Miss Important Election Updates & Other Top Stories

Get *The Daily News Flash* newsletter, delivered free to your inbox

Email:

SIGN UP FOR FREE



*I'm not interested*

By providing your email address, you consent to receive emails and special offers from the New York Daily News.

eran



Professional website

Open >

### RECOMMENDED ON DAILY NEWS

Howard Stern to Joe Biden: Make Trump tax forms his 'ticket' to debate Biden



FALL SALE

ONLY 99¢ FOR 12 WEEKS  
Hurry, sale ends 10/5

SAVE NOW



## Making Friends with Alice Dyson

*Poppy Nwosu*

{ Walker Books US }

RELEASE DATE: SEPTEMBER 15, 2020

\$17.99 [Buy It Now](#)

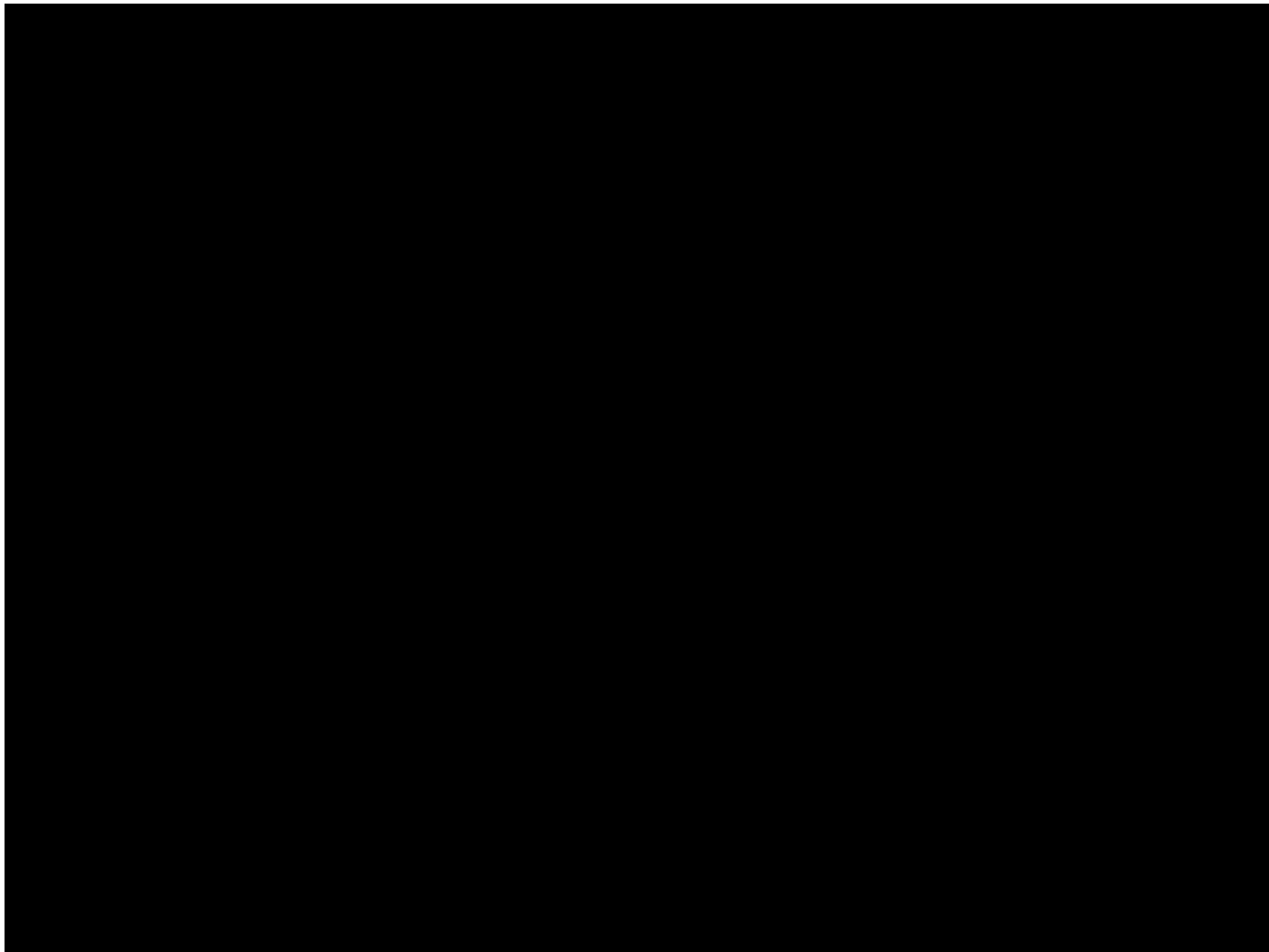
Alice Dyson has heard the rumors about Teddy Taulai: He's a bad boy who isn't worth her time or energy. She's smart and she's so focused on her future that she doesn't have many friends or a life outside of her academics; all of the time she doesn't spend studying she spends with her best friend May. But when Teddy sets his sights on Alice and a moment between them goes viral, people begin looking at Alice the way they used to look at Teddy, and she's coming to learn just how rapidly rumors—even those that are untrue—spread.

Get Bitch Media's top 9 reads of the week delivered to your inbox every Saturday morning! Sign up for the Weekly Reader:

*Mark Oshiro*  
author of *ANGER IS A GIFT*

## Each of Us a Desert

*Mark Oshiro*





Almost gone. There's only 3 left.

Etsy



78% of places in New York for your dates and guests are already booked. You may want to book soon.

Airbnb



# Freely Given

## Coercive

1. Pop-ups, modals, interstitial videos
2. “Manipulinks” & coercive copy
3. Autoplaying video or audio

## Consentful

1. Newsletter sign up in flow of content, header, or footer
2. Call to action appearing at the end of an article
3. Light use of animation, play button, pause button



# Reversible

*In technology, you should have the right to limit access or entirely remove your data at any time.*

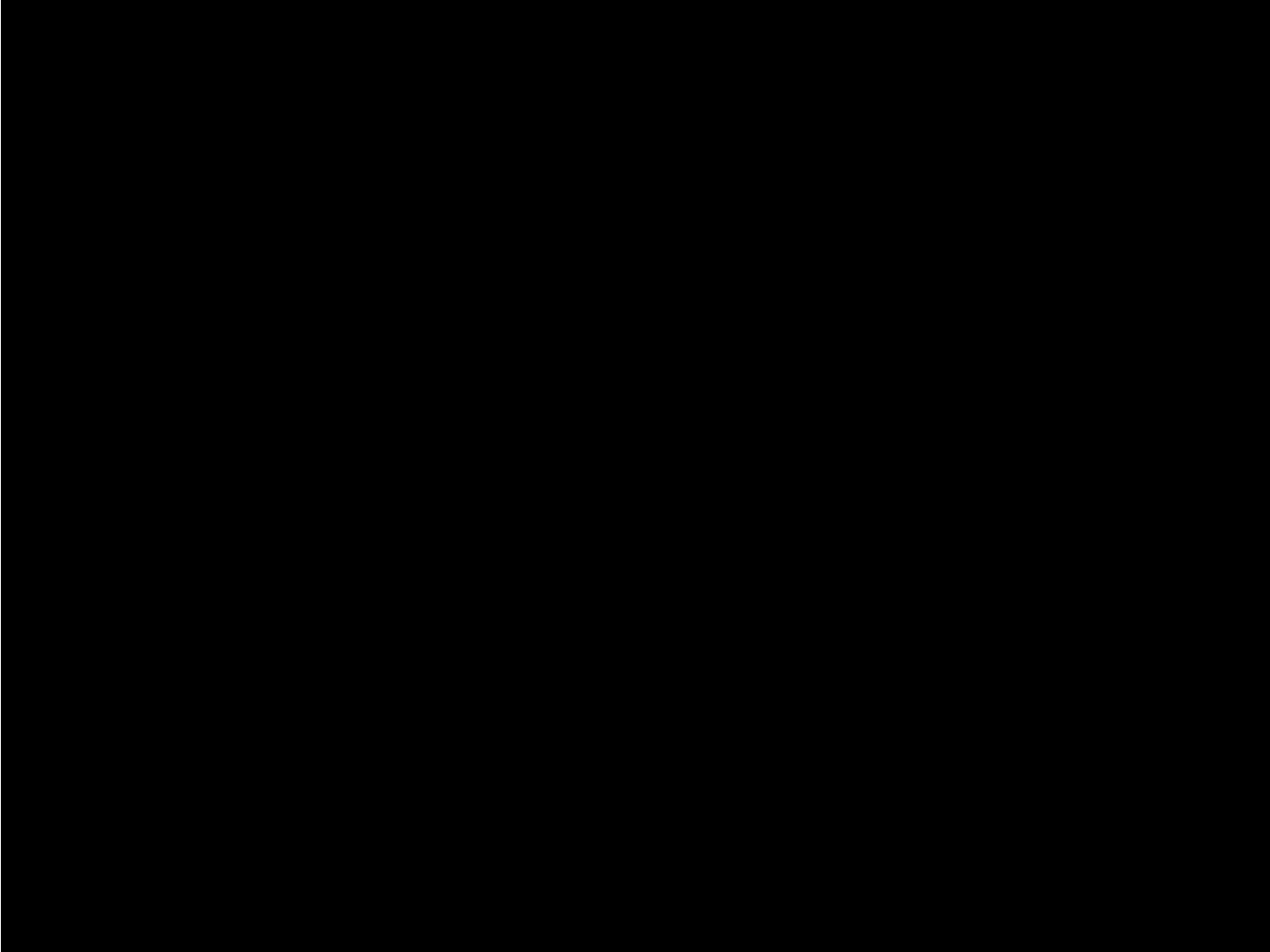




# Reversible

## Coercive

1. No mention of how to delete data
2. Onerous process for deleting data
3. Unsubscribe links in teeny tiny font with low contrast



**GIVE NOW**



---

*Corporate Accountability stops transnational corporations from devastating democracy, trampling human rights, and destroying our planet. We are building a world rooted in justice where corporations answer to people, not the other way around -- a world where every person has access to clean water, healthy food, a safe place to live, and the opportunity to reach their full human potential.*

[State Disclosures.](#)

Write to us at [info@corporateaccountability.org](mailto:info@corporateaccountability.org) or call us at +1-800-688-8797 (U.S.).

Corporate Accountability  
10 Milk St, Suite 610, Boston, MA 02108

---

Sent via [ActionNetwork.org](https://www.actionnetwork.org). To update your email address, change your name or address, or to stop receiving emails from Corporate Accountability, please [click here](#).

## Update Your Information

---

[Not in the US?](#)

SAVE CHANGES

## Unsubscribe

---

Do you really want to unsubscribe from **Corporate Accountability's** emails sent via Action Network?

NO, NEVERMIND

YES, UNSUBSCRIBE ME



# Reversible

## Consentful

1. Clear, easy to find instructions on deleting data
2. Easy to unsubscribe

## Coercive

1. No mention of how to delete data
2. Unsubscribe links in teeny tiny font with low contrast



# Informed

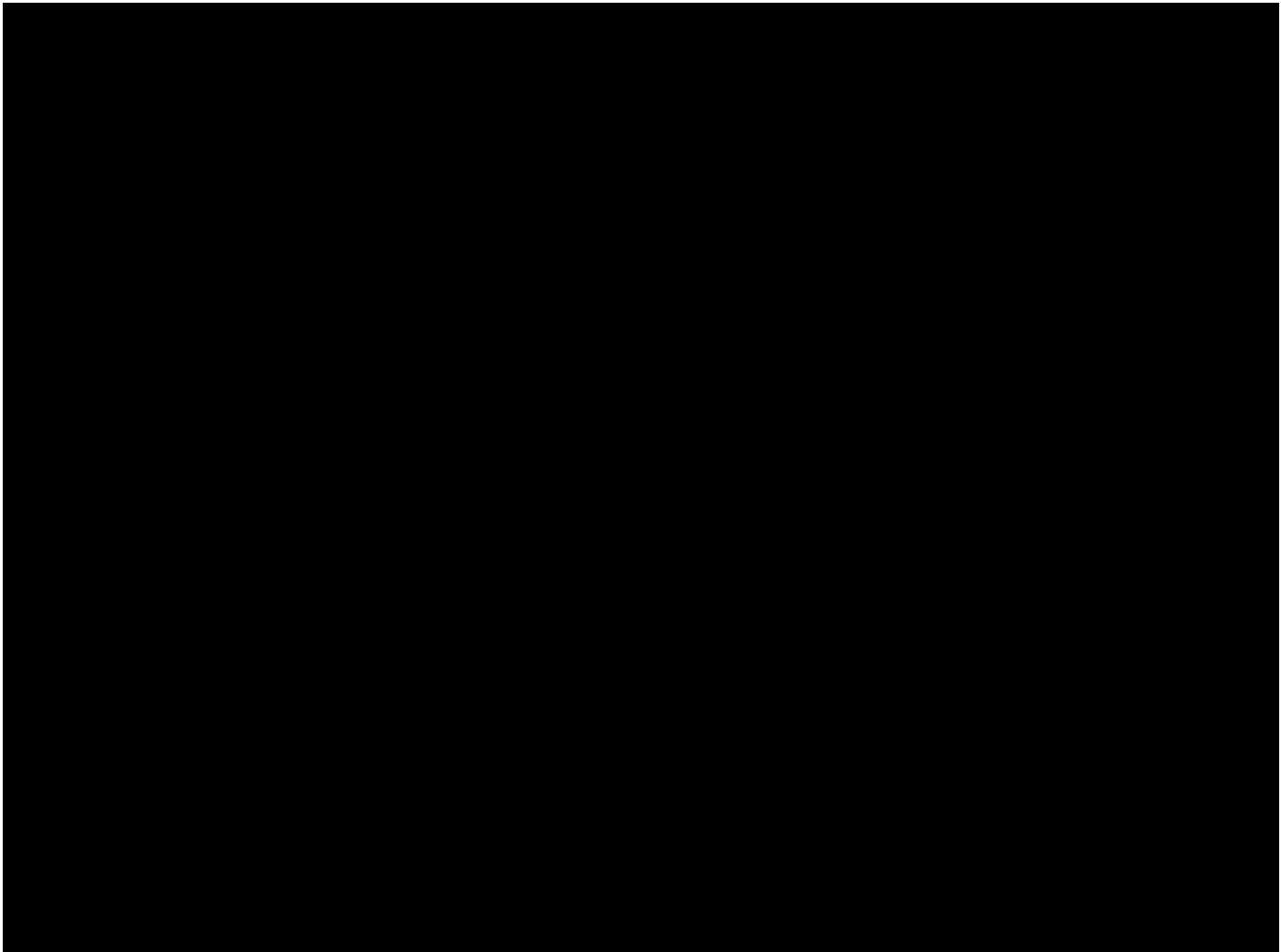
*Consentful applications use clear and accessible language to inform people about the risks they present and the data they are storing, rather than burying these important details in, for example, the fine print of terms & conditions.*



# Informed

## Coercive

1. Dense, unreadable privacy policies, ToS
2. Clause to change privacy policy at any time without notice to users
3. Not translated / translated poorly







# Informed

## Coercive

1. Dense Privacy Policy, ToS
2. Clause to change Privacy Policy at any time without notice to users
3. Not translated / translated poorly

## Consentful

1. Easy to understand Privacy Policy, ToS
2. Notify your users when your privacy policy changes (GDPR, laws in some US states)
3. Language that users speak



# Enthusiastic

*If people are giving up their data because they have to in order to access necessary services and not because they want to, that is not consentful.*



# Enthusiastic

## Coercive

1. Cookie walls or “performative” cookie consent, only an “accept” button
2. Aggro-notifications

# • FLUX

FASHION MUSIC FILM ART BEAUTY TECHNOLOGY LIFESTYLE TRAVEL & FOOD FLUX SPACE

HEALTH / EFFECTIVE TIPS FOR STAYING HEALTHY DURING QUARANTINE

## Effective Tips for Staying Healthy During Quarantine

words Al Woods



The day the coronavirus outbreak made headlines, everyone woke up to a world different from the one they once knew.

This new and unfamiliar world was one of businesses shutting down, people working from home, others losing their jobs, favorite hangout spots being closed, quarantines and lockdowns being enforced, everyone wearing masks if and when they are allowed outdoors, social distancing from others, and constantly washing our hands. This isn't a world anyone would sign up for. When it comes to the age of COVID-19, we can only do what healthcare professionals suggest: not contract the virus.

**Intrepid fashion, music, art, film, technology & culture magazine. From fanzine to style bible to digital since 1997: stimulate. challenge. evolve.**

### Popular



Learning to drive later in life? Here's all you need to know  
Learning to drive later in life? Here's all you need to...



The evolution of CPU: The future of processors in the next 10 years  
The evolution of CPU: The future of processors in the n...



Genius or guillotine: would you get in a Paternoster lift? An internationally underrated feat of engineering is fa...



What are the best DS emulators for PC  
words Alexa Wang Are you looking for the most e...

We Need Your Consent

We use cookies on this website to make your experience better. To agree to this, please click Accept. For more information on how we use cookies, read our [cookie policy here](#).

Accept



## Turn on Notifications

Know right away when people follow you or like and comment on your photos.

[Turn On](#)

[Not Now](#)

CULTIVATING  
fashion  
FOR LIBERATION



△ We are a network of people and projects, rooted in Detroit and connected to hundreds of other places across the globe. Together, we grow and exchange ways of using media to create the world we need. △

## We're not watching you :)

At AMP, we believe that any browsing information you share should be freely (and enthusiastically) given. Unlike most sites, our browsing is set to private by default.

Enable tracking for [alliedmedia.org](https://alliedmedia.org)

If you choose to share your data with us, we will use it anonymously and collect the following data. What we do collect does not individually identify you in any way and uses a customized version of tracking software called Matomo.

- Location
- Device
- Software
- Searches you make
- Pages you view
- Clicks

Sharing data helps us improve the site and our community. If you want to know more about data privacy, visit these resources:

### CONSENTFUL TECH

Consentful tech is a movement dedicated to protecting your digital data and self.

### PRIVATE BROWSING ACROSS THE WEB

If you'd like to make your whole web experience more private, we recommend the Firefox browser.



# Enthusiastic

## Coercive

1. Cookie walls or “performative” cookie consent, only an “accept” button
2. Aggro-notifications

## Consentful

1. Your site must be functional if you decline advertising and/or analytics cookies, per GDPR
2. Respect users’ notification wishes, don’t nag





# Specific

*A consentful app only uses data the person has directly given, not data acquired through other means like scraping or buying, and uses it only in ways someone has consented to.*



# Specific

## Coercive

1. No cookie or generic cookie notification
2. Making gender and other personal info fields required when not necessary

### Cookies on the NHS website

We've put some small files called cookies on your device to make our site work.

We'd also like to use analytics cookies. These send information about how our site is used to services called Adobe Analytics, Hotjar and Google Analytics. We use this information to improve our site.

Let us know if this is OK. We'll use a cookie to save your choice. You can [read more about our cookies](#) before you choose.

I'm OK with analytics cookies

Do not use analytics cookies



Search

[Health A-Z](#)

[Live Well](#)

[Care and support](#)

[Health news](#)

[Services near you](#)

### Coronavirus (COVID-19)

[Get the latest advice about coronavirus](#)

**We're here for you**

Helping you take control of your health and wellbeing.



# Choose which cookies we use

Let us know which cookies we can use. We'll use a cookie to save your settings.

## Cookies that remember pop-ups

These cookies remember pop-ups you've seen, so you do not see them again.

▶ [List of cookies that remember pop-ups](#)

- Use cookies to remember pop-ups
- Do not use cookies to remember pop-ups

## Cookies that measure website use (analytics cookies)

These cookies store information about how you use our website, such as the links you click on. We use them to help make our website better.

▶ [List of cookies that measure website use](#)

- Use cookies to measure my website use
- Do not use cookies to measure my website use

## Cookies that help with health campaigns

These cookies help us show you relevant adverts for our health campaigns on social media, such as Facebook or Twitter.

▶ [List of cookies that help with health campaigns](#)

- Use cookies to help with health campaigns
- Do not use cookies to help with health campaigns

Save my cookie settings



# Specific

## Coercive

1. No cookie or generic cookie notification
2. Making Gender and other personal info fields required when not necessary

## Consentful

1. Specific cookies opt-in settings
2. Forms with only necessary fields, appropriately designated as required

---

# Methods to Apply Consentful UX

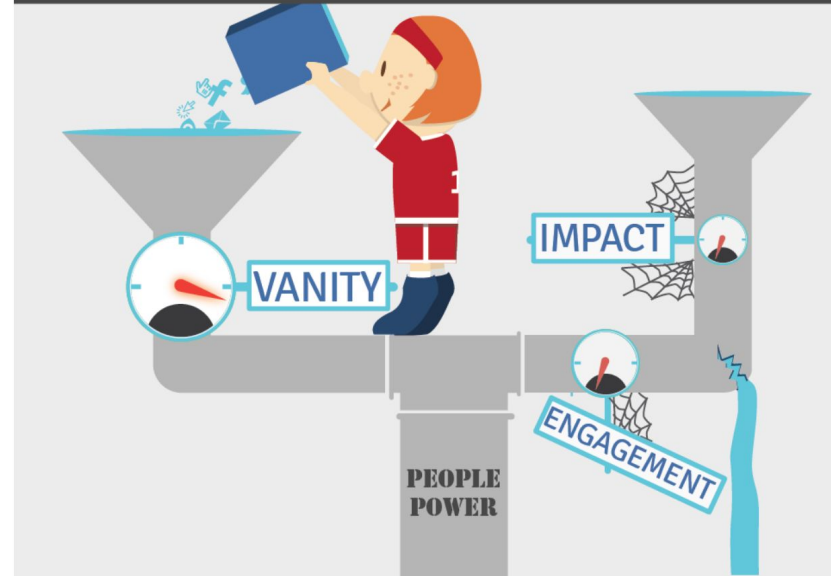
- Design Personas
- Co-design
- Run readability tests
- Run usability tests



# Convincing Stakeholders

- Improve SEO
- Trust & respect is good business
- True success goes beyond vanity metrics

Which tactics do your current metrics incentivize?





# Consentful UX Resources

- Consentful Tech: <https://consentfultech.io>
- Beyond Vanity Metrics: <https://mobilisationlab.org/resources/beyond-vanity-metrics/>
- Google SEO Penalty: Sites Using Interstitial Patterns on Mobile: <https://webmasters.googleblog.com/2016/08/helping-users-easily-access-content-on.html>
- Privacy UX: Better Cookie Consent Experiences (Helpful GDPR info): <https://www.smashingmagazine.com/2019/04/privacy-ux-better-cookie-consent-experiences/>





# Thank you!

**Johanna Bates**

@hanabel on Twitter

@hanpersand on Drupal.org

**Clayton Dewey**

@claybolto on Twitter

@cedewey on Drupal.org

DevCollaborative.com

@Dev\_Collab

hi@devcollaborative.com

devcollaborative