End-Users Tests and Validation "Processes"

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Privacy Flag Project *(GA No.653426)*
Enabling Crowd-sourcing based privacy protection for smartphone applications, websites and Internet of Things deployments

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FormIT methodology

The FormIT is a methodology developed to "suit and support" Living-Lab activities. It has been inspired by three theoretical streams: Soft Systems Thinking, Appreciative Inquiry and NeedFinding.

- From the **first stream** *(Soft Systems Thinking)* **we consider the assumption that "*changes can occur only through changes in mental models*".**
  This implies that *we need to understand both our own as well as other stakeholders' worldviews, and we need to be clear about our interpretations and the base upon which they are made*.

- The **second stream** *(Appreciative Inquiry)* has proposed **starting a development cycle by identifying different stakeholders' dreams and visions of "*how IT can improve and support the lives of people*".**
  This includes a focus on opportunities, related to specific trends, contexts or user groups, and on the positive and life-generating experiences of people. In this framework we identify "*what works well*" and use this as a basis for design.

- The **third stream** *(NeedFinding)* has two different inspirational sources:
  One aspect implicates that ***needs are not influenced highly by trends***, hence, they are more long-lasting;
  the other aspect considers **focusing upon user needs throughout the development process, and *to use these as a "foundation" for the requirement specification*.**

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FormIT methodology

Innovation Design

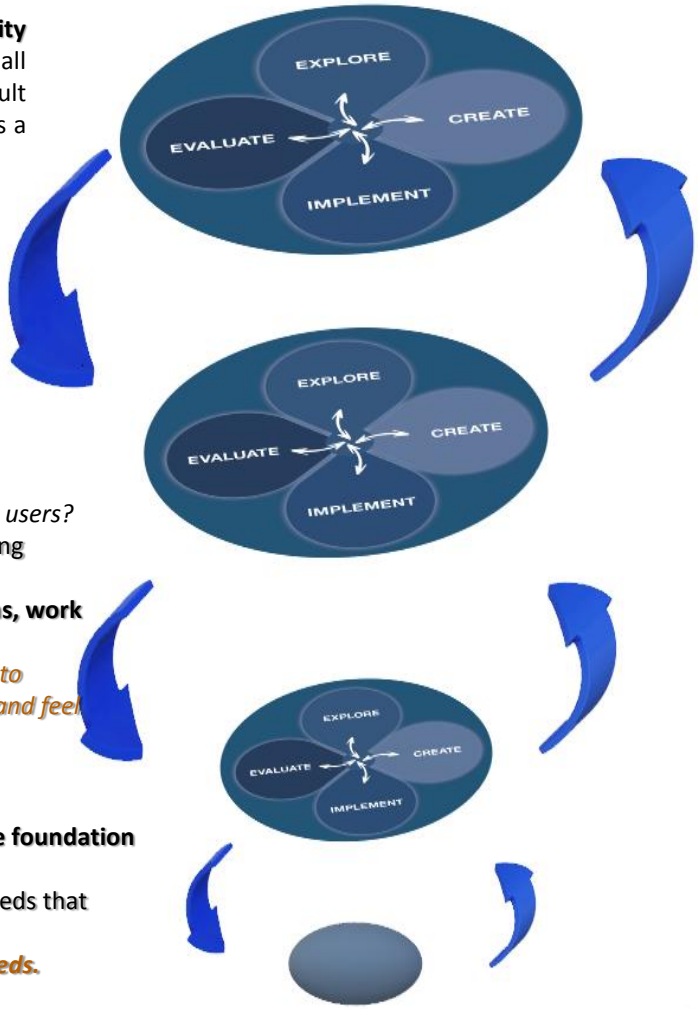
Cycle 3: **It starts by analysing the results from the usability evaluation to generate changes in the needs and in the service.** Small changes and adjustments in the needs are quite common and result to changes in the design of the innovation to finalise the "service as a whole". User experiences goals can be both positive and negative.
During this cycle, it is important to keep the five key principles in mind and to consider: *(i) how value can be created for the users; (ii) how openness should take form; (iii) how the users can influence the process; (iv) how the process should be designed to capture as realistic situation as possible and; (v) how sustainability take form in this phase.*

Prototype Design

Cycle 2: Prototype design, starts with the process of identifying stakeholders' needs in the service.
That is: *When using a service, what needs are then important for the users?*
As in the first iteration, this is done through a variety of data gathering methods, such as interviews and observations.
Here the design of the system "broadens" to include basic functions, work flows and interfaces.
The prototype in this cycle needs to be detailed enough for the users to understand and be able to experience how the final service will look and feel.

Concept Design

Cycle 1: Concept design **focuses on designing concepts that give the foundation for future design of the innovation.**
This phase is built on the exploration and on generating the basic needs that different stakeholders have of the system.
This should end up in a concept which represents the generated needs.



In the FormIT process there are three iterative cycles:

- **Concept design cycle;**
- **Prototype design cycle, *and*;**
- **Innovation design cycle.**

In each cycle, there are four distinct phases:

- **Explore**
- **Create**
- **Implement**
- **Evaluate**

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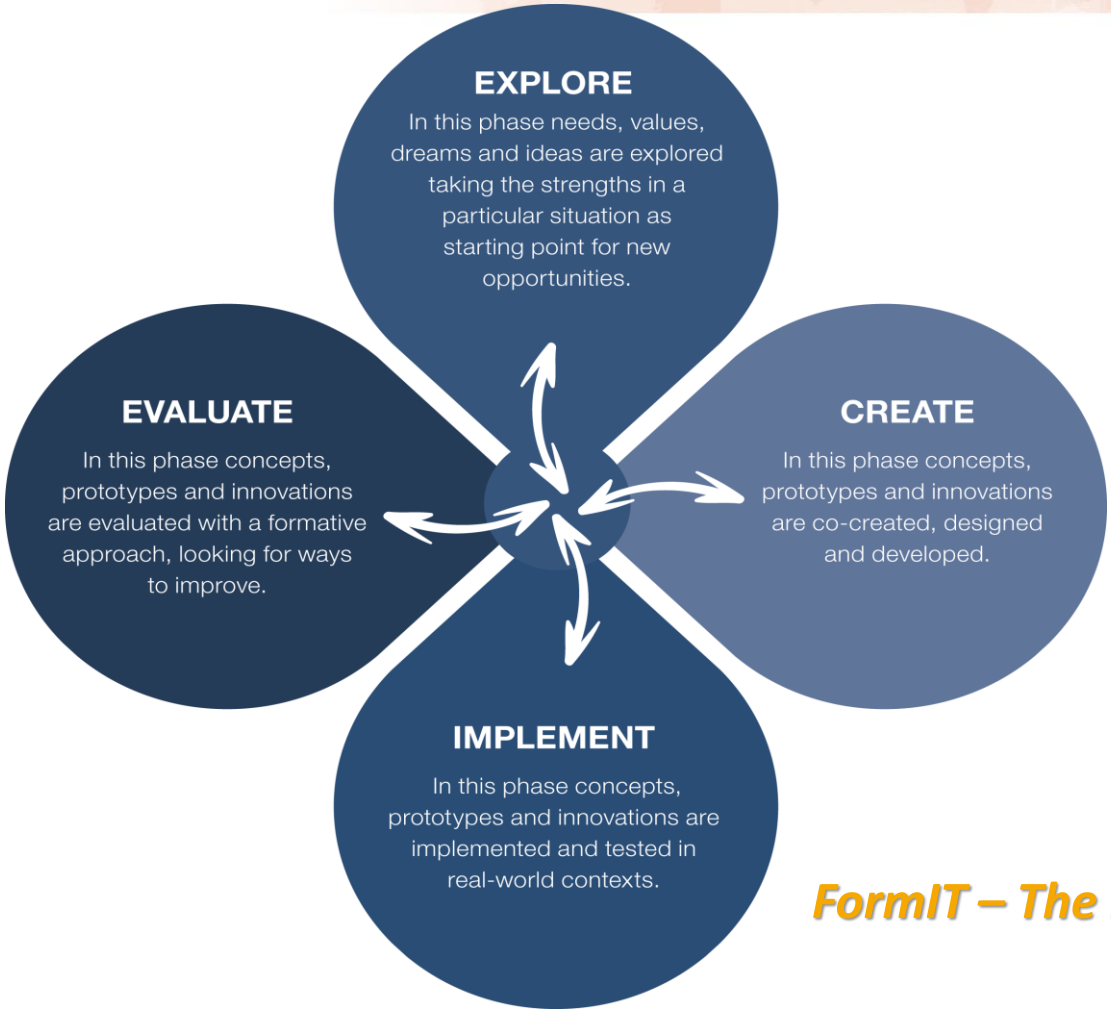
Phases in each iteration



FormIT – The Living Lab Methodology

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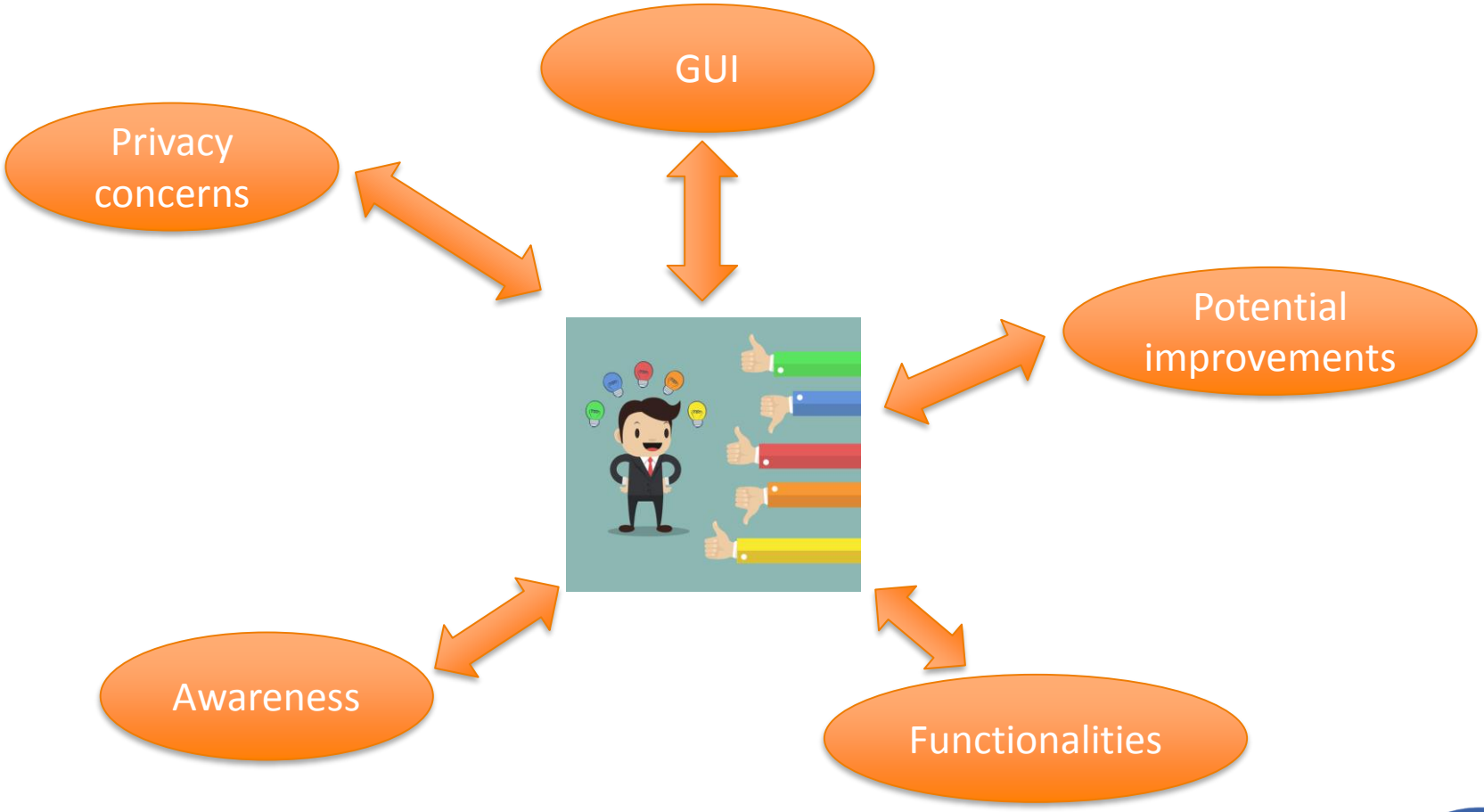
Feedback clustering



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End-user evaluation

PRIVACY FLAG

Home – Privacy Flag Overview | News | PF Tools | About the project | Network | Glossary | Useful Links | Privacy Policy

- PF Mobile Application
- PF Browser Add-on
- PF Observatory
- Privacy Pact
- Privacy Certification
- Privacy Portal
- Privacy Guide

Browser Add-on

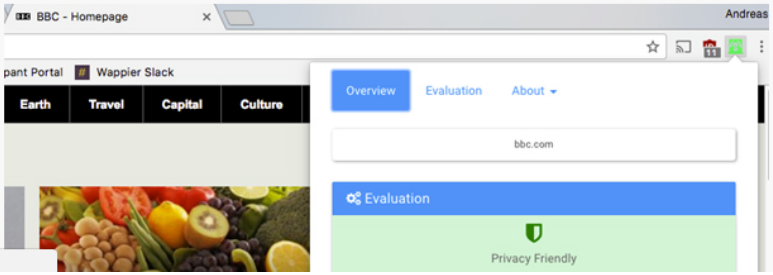
The Privacy Flag web browser add-on is a tool that allows users to obtain information about potent … the Internet. The add-on informs users whether a web site is considered safe -or not- based on an analysis conducted by the Privacy Flag backend system. The a … technical enablers and exploits the power of crowdsourcing data from end-users using the UPRAAM methodology. The Privacy Flag web browser add-on is one of th … en end-users and the Privacy Flag project.

Here is information about how to install the addon:

1. Download and unzip the add-on file.
2. In Chrome, open the extension menu.
3. From the menu select the developer mode (top right button).
4. Select Load unpacked extensions.
5. From the menu select Windows or Mac folder from the previous unzipped folder depending of your system.

After you have installed the addon, please test how it works and provide feedback by answering the following questionnaire: https://www.surveymonkey.com/r/VJGMFSR

If you have heard about this tool at an event and would like to provide us with feedback, please answer the following questionnaire: https://www.surveymonkey.com/r/VJTR3BM



ile-application/

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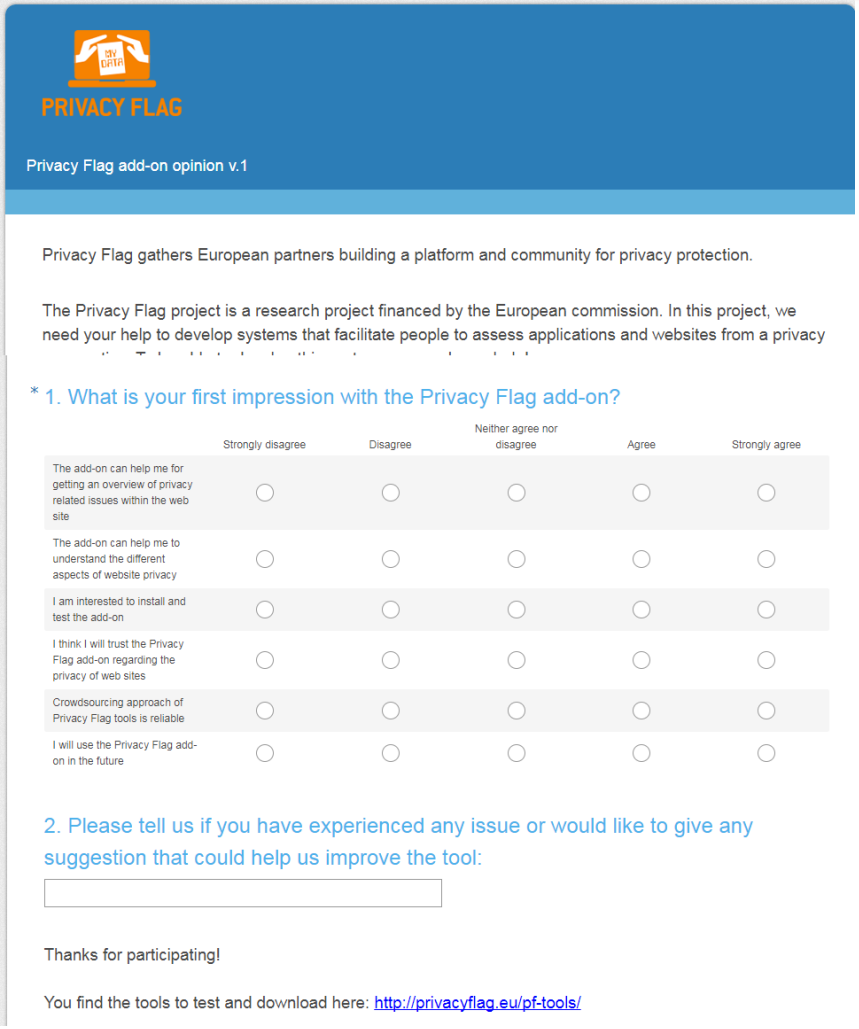
Before installation…



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Privacy Flag add-on opinion v.1

Privacy Flag gathers European partners building a platform and community for privacy protection.

The Privacy Flag project is a research project financed by the European commission. In this project, we need your help to develop systems that facilitate people to assess applications and websites from a privacy

* 1. What is your first impression with the Privacy Flag add-on?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The add-on can help me for getting an overview of privacy related issues within the web site	○	○	○	○	○
The add-on can help me to understand the different aspects of website privacy	○	○	○	○	○
I am interested to install and test the add-on	○	○	○	○	○
I think I will trust the Privacy Flag add-on regarding the privacy of web sites	○	○	○	○	○
Crowdsourcing approach of Privacy Flag tools is reliable	○	○	○	○	○
I will use the Privacy Flag add-on in the future	○	○	○	○	○

2. Please tell us if you have experienced any issue or would like to give any suggestion that could help us improve the tool:

Thanks for participating!

You find the tools to test and download here: http://privacyflag.eu/pf-tools/

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Before installation…

1. What is your first impression with the Privacy Flag <Tool>?

- The add-on can help me for getting an overview of privacy related issues within the web site
- The add-on can help me to understand the different aspects of website privacy
- I am interested to install and test the add-on
- I think I will trust the Privacy Flag add-on regarding the privacy of web sites
- Crowdsourcing approach of Privacy Flag tools is reliable
- I will use the Privacy Flag add-on in the future

2. Please tell us if you have experienced any issue or would like to give any suggestion that could help us improve the tool.

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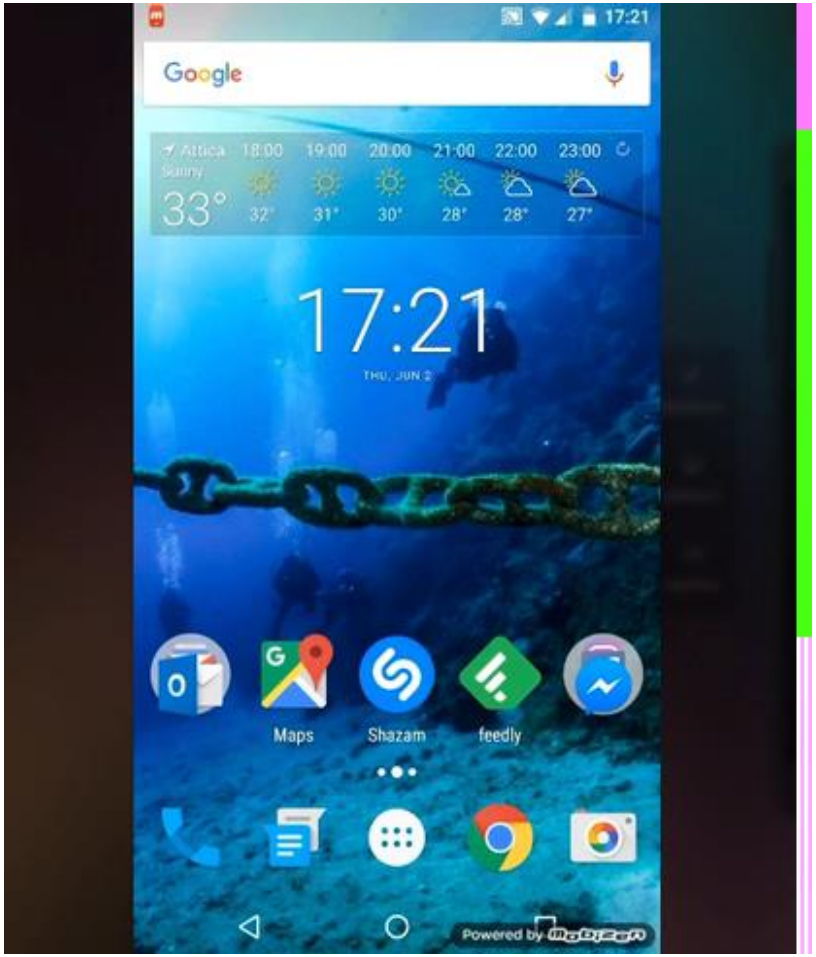
PF app installation



Apps for evaluation

- Dropbox
- Instagram
- Facebook
- Messenger
- Viber

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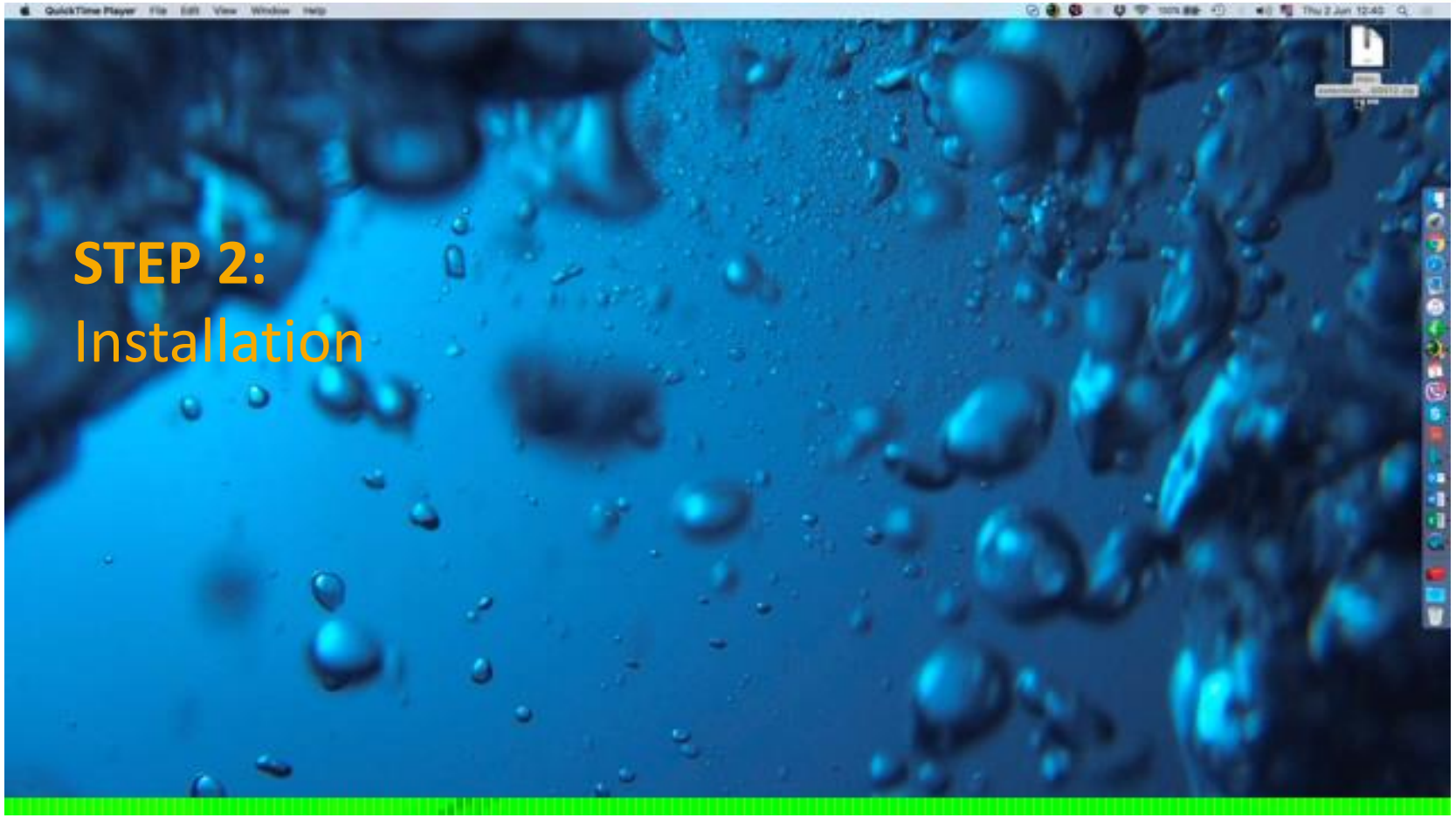
PF browser add-on installation



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Websites for evaluation

- http://privacyflag.eu
- https://www.youtube.com
- https://www.google.gr
- http://www.bbc.com
- https://www.w3schools.com
- https://en.wikipedia.org

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… and after installation

Privacy Flag add-on test and evaluation v.1

Welcome to PrivacyFlag evaluation survey

This test is designed to measure your experience with the system you've tested today. Your answers will be used to evaluate the system so please answer the questions as truthfully as you can. As the questions are designed to measure various aspects of the systems usability there are no right or wrong answers. Please use the scale below to indicate to what extent you disagree or agree to the statements that follow.

* 1. General Usability

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. I found it easy to learn how to use the add-on	○	○	○	○	○
2. I had to learn a lot in order to use the add-on	○	○	○	○	○
3. I keep forgetting how to do things with this add-on	○	○	○	○	○

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… and after installation

1. General Usability

- I found it easy to learn how to use the add-on
- I had to learn a lot in order to use the add-on
- I keep forgetting how to do things with this add-on
- I need a lot of assistance to use this add-on
- I find the add-on interface easy to use
- I find the organisation of the add-on interface understandable
- I get confused by the add-on interface
- I find it very difficult to work with the add-on
- I find that the benefits of using the add-on are bigger then the effort of using it
- I would like to use add-on regularly

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… and after installation

2. Overview of a web site

- I find it easy to use the add-on for getting an overview of privacy related issues within the web site
- I find that the add-on helps me to understand the different aspects of website privacy
- I feel safer knowing that I will be notified by the add-on if I'm about to visit a website which is not privacy friendly

3. Evaluating a web site

- I find it easy to use the add-on for evaluating websites
- I find that the evaluation questionnaire helps me to understand the different aspects of website privacy

4. Please tell us if you have experienced any issue or would like to give any suggestion that could help us improve the tool.

5. Computer knowledge

- How do you evaluate yourself in terms of computer knowledge?

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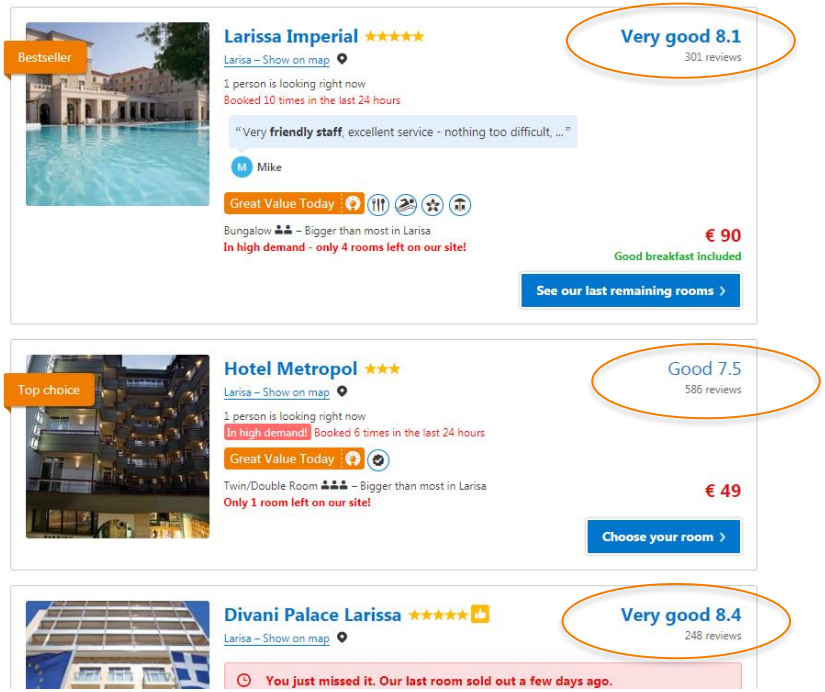
Evaluation

We DO need your feedback

Network externalities



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Thank you!

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For Further Communication

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