



february 5, 2023

FOSDEM Open Source Design Devroom

Value Driven Design

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20XX-X
FUTURE
BEHAVIOUR.
△
ETHICAL
CHANGE

ESCAPISM

Value Driven Design

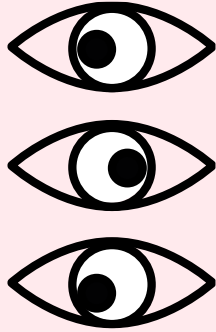
A case study on a successful
privacy by design project
where we learned by failing

when you think about privacy
which concept is most related?



a

requirements



b

trust



c

agency

scan me

this is a privacy
friendly poll



or go to:
[https://tinyurl.com/
FOSDEMpoll1](https://tinyurl.com/FOSDEMpoll1)

results?

<https://tinyurl.com/FOSDEMPoll1>

stay with us the
coming 20 minutes

01

the design challenge

02

3 perspectives on privacy

03

the approach

04

the learnings

01

The design challenge

promoting agency with an open
source ecosystem for e-health

Challenges

a presentation
without a dragon
is boring

- 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)



02

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

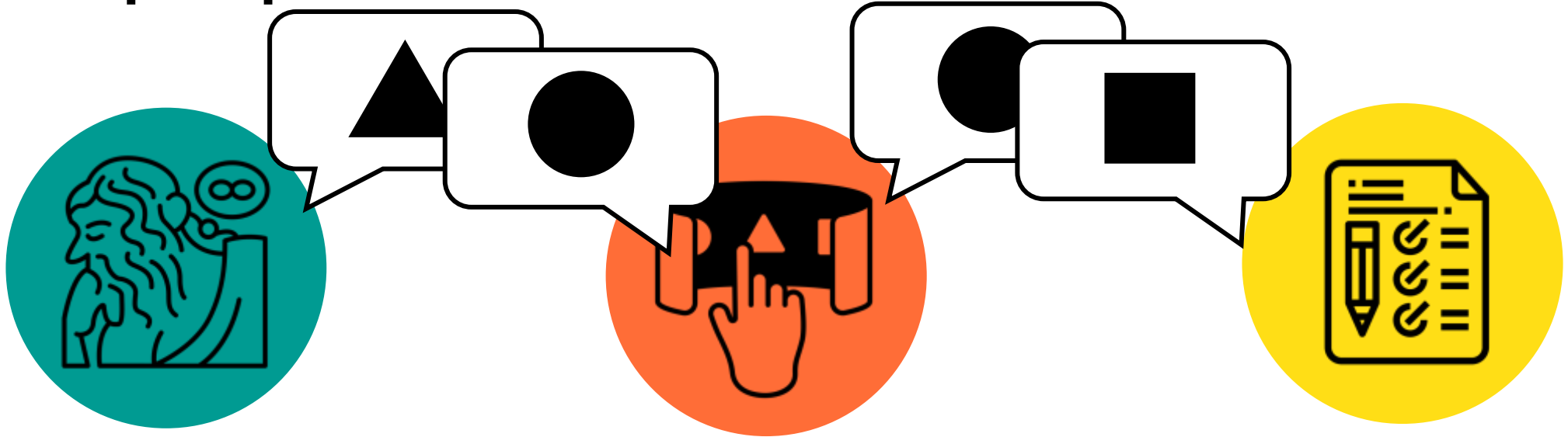
experience of privacy
processes and interactions as
encountered in information
systems, products and
services



TECHNOLOGICAL PERSPECTIVE

the architecture, development
and implementation of privacy

Three perspectives



THEORETICAL PERSPECTIVE

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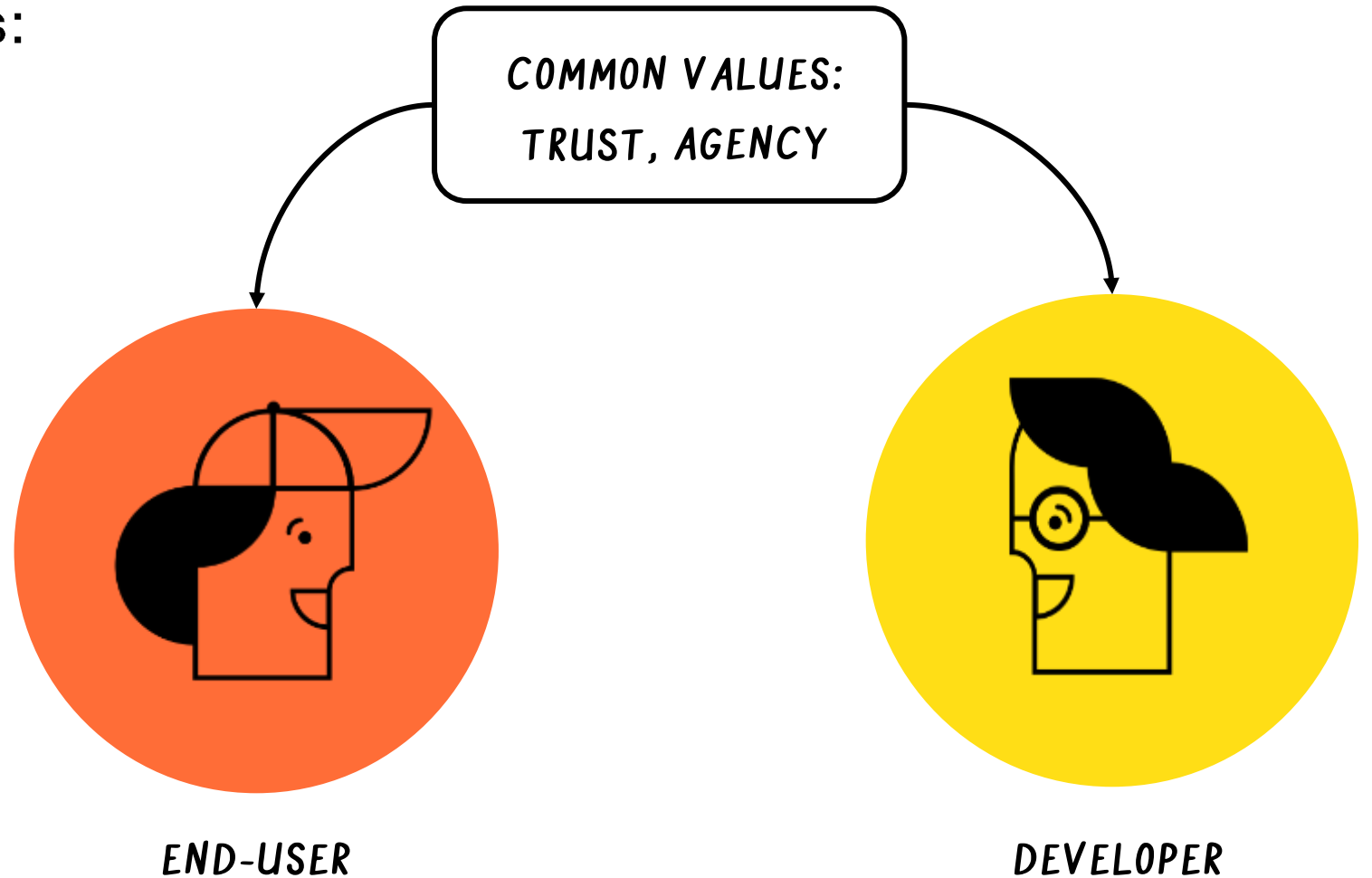
please stop this
clash now!

03

the approach
to create alignment
and validate with end-users

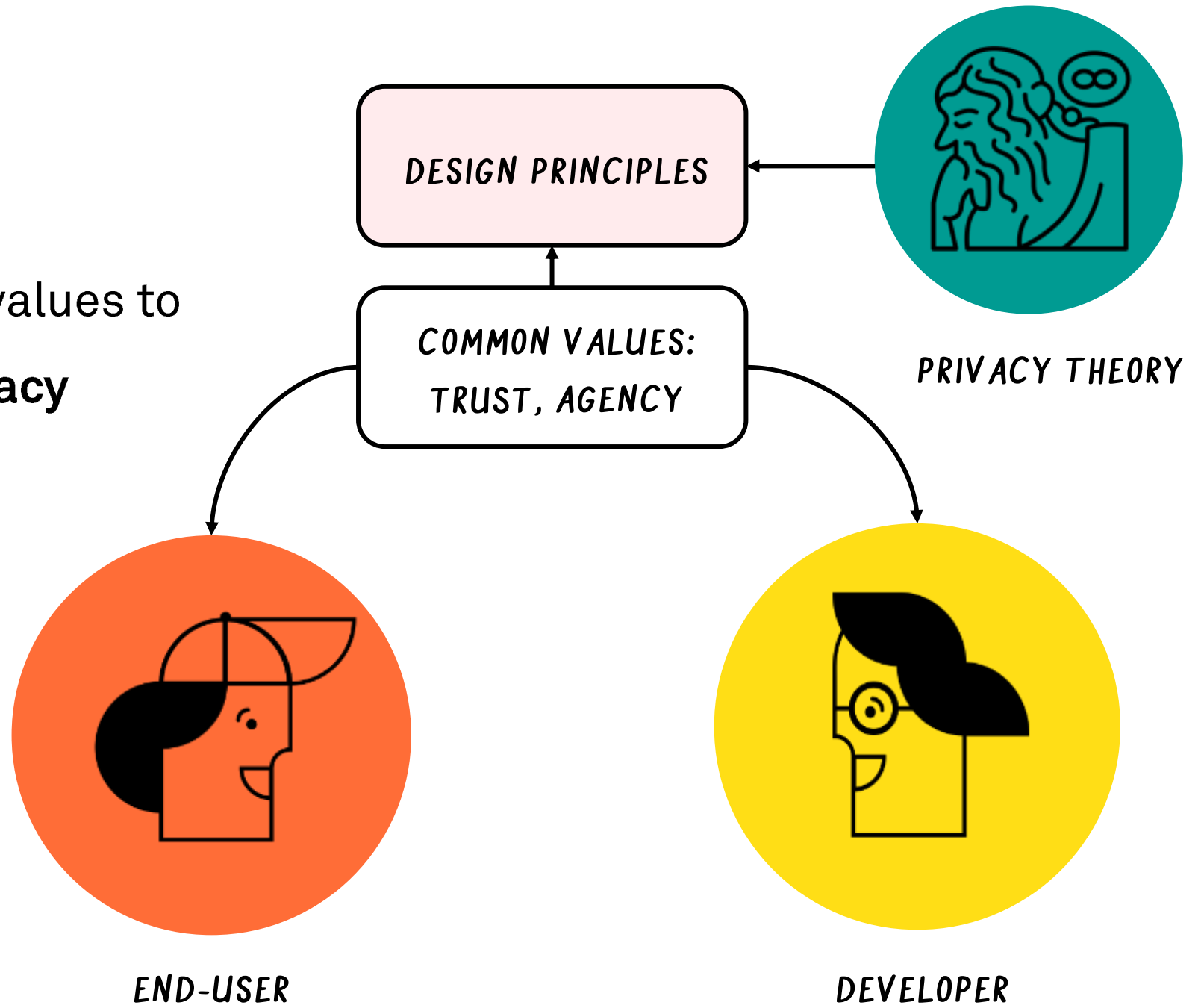
Bridging the gap

- Finding common values:
trust and agency



Bridging the gap

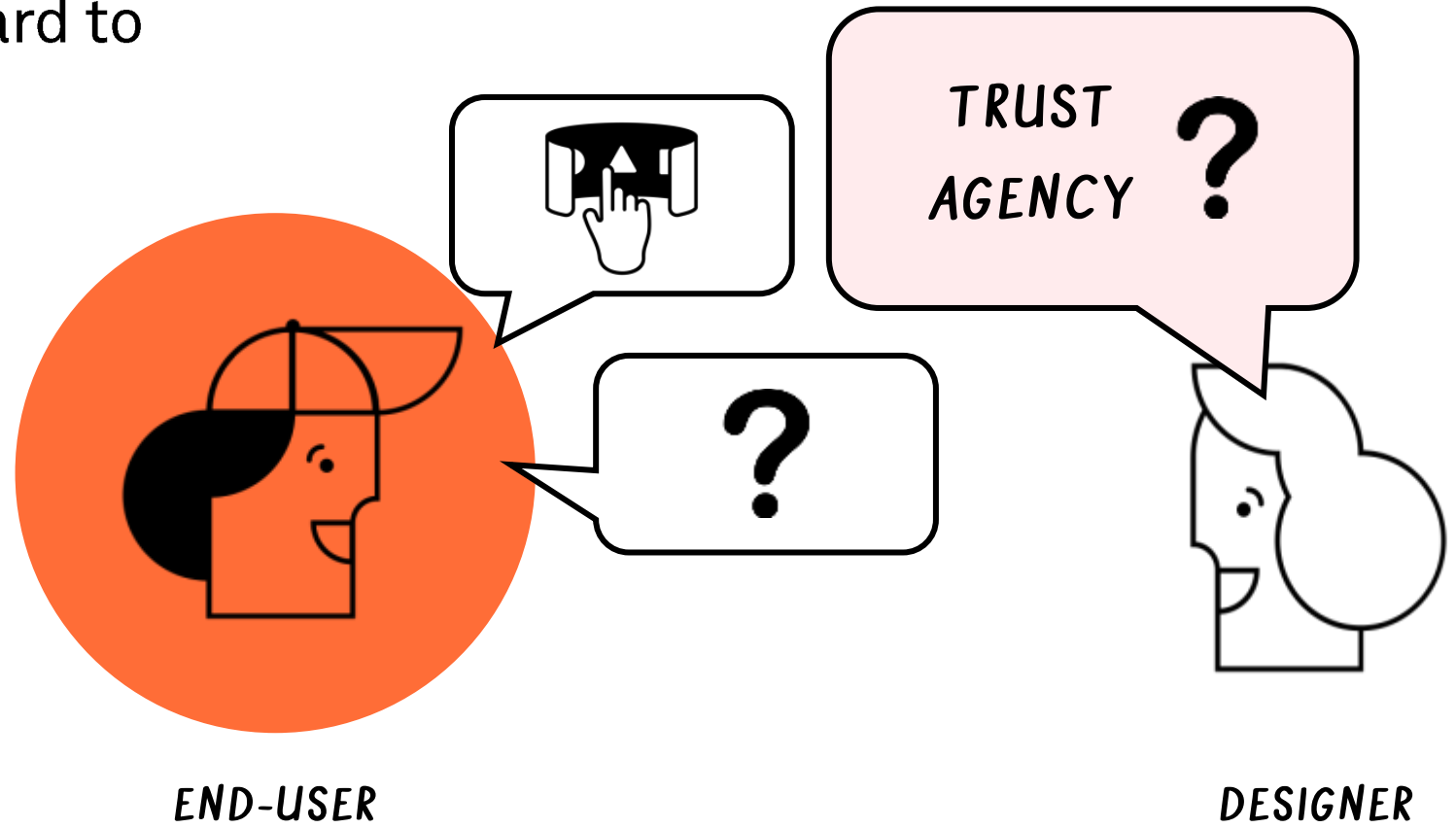
Translating the common values to
design principles for privacy



How to user test ??

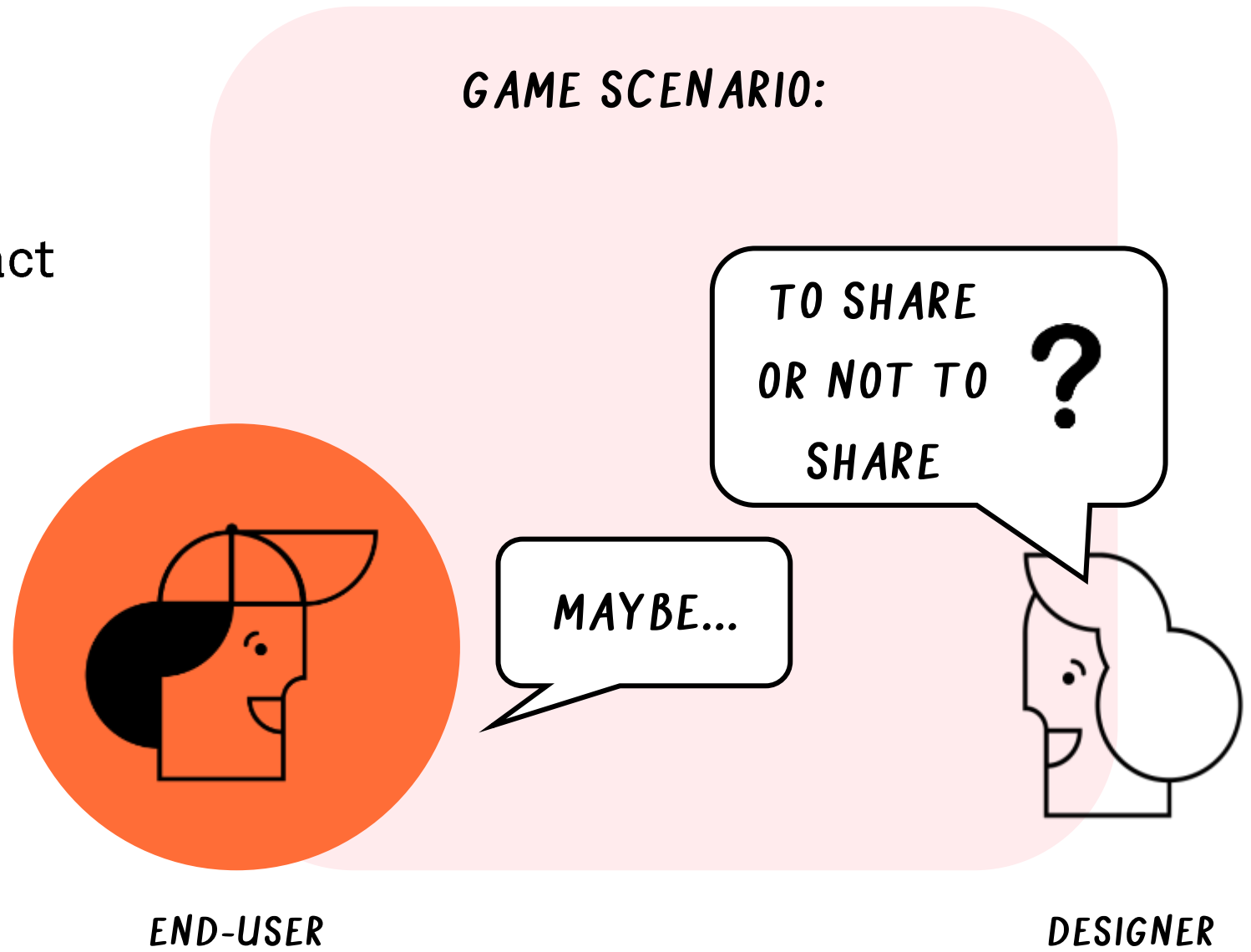
no end-users were
harmd in the
execution of this
project

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



Privacy game

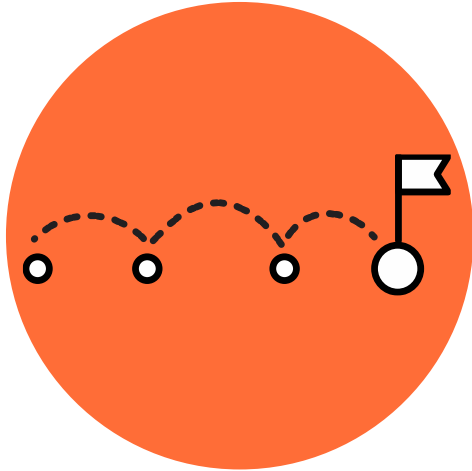
A game to envision abstract scenario's



04

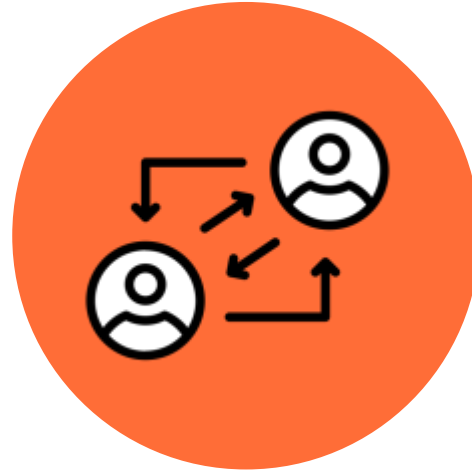
the learnings on privacy

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?

scan me



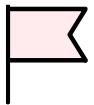
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results?

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Questions

only smart
questions please!



made by Winfried Tilanus & Emilie Tromp