TRACKING PROTECTION: A CASE STUDY

Starting with Technology Before User Needs
BACKGROUND

- Firefox promotes add-ons like Ghostery in first run experience to its users to promote importance tracking protection

- Privacy engineering team builds a beta of Tracking Protection which “blocks HTTP loads at the network level so that ads and tracking technology would never be exposed to browser users with tracking protection activated while browsing.”

- Design team is brought in once technology is in beta to figure how to make it have value for users - initially existing Do Not Track users

- Design team does qualitative research to test Beta version
DIARY STUDY FINDINGS

• What do people think tracking protection is?
  
  • Most participants used more general vocabulary to describe the tangible aspects of tracking, such as “my likes based on my website visits” (P15) or “what I might be interested in.” (P10) Most participants were able to describe at least one employer of tracking such as Google, Facebook, companies that do targeted advertising, and marketing companies.

• What benefits does TP have?
  
  • feeling more secure and private, faster page loading, few ads, less clutter, brings attention to the issue of tracking, relevant for mobile.

• What frustrations does TP bring?
  
  • confusion when targeted ads disappear, first run experience, more discoverable UI, perceived video playback issues
HOW IT WORKS

final design specification
ONBOARDING
ONBOARDING
IDENTITY BLOCK FEEDBACK
PAGE LEVEL CONTROL
Top trackers being blocked

34 trackers can't get your data
20 trackers blocked from sharing your data

Advertisers
Website analytics
Social Media
amazon
doubleclick
google
Facebook
Adsafe Media
Neilsen

Hover Treatments
Normally there would be content here.
Firefox is protecting your data from being shared with 15 tracking sites.
FAILING TO LAUNCH

• **Top Issues included:**
  
  • unknown user value
  
  • what about advertisers/small businesses - are we creating disadvantage?
  
  • partnership with Yahoo!
  
  • technical stability (does it break too much?)
  
  • user reaction
  
  • audience size (DNT only?)
QUESTION / THOUGHTS?
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