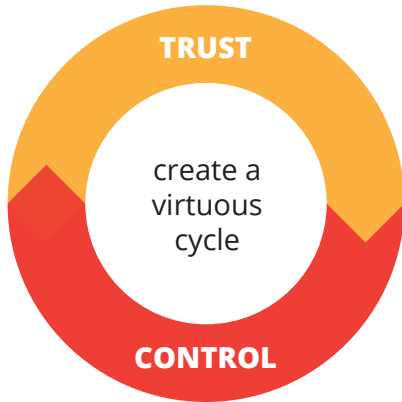


A GUIDE TO CRAFTING

Meaningful Security & Privacy Experiences



The desire to feel and be safe is an intrinsic human need. But when it comes to technology, most people feel that they have little control over their security and privacy.

Ultimately, people must have trustworthy entities that help them feel safe online, and they must have a greater sense of control to accomplish their task safely.

More about user experience, security and privacy at <http://bit.ly/155IKKx> and blog.mozilla.com/UX

Earn and keep my trust

Look legitimate and polished

Perceived trustworthiness is just as important

Minimize scare tactics

Provide measured facts instead

Protect me upfront

If it keeps me safe, you shouldn't need to ask for permission

Help me make a thoughtful decision

Use consistent emotional cues

Positive cues emphasize safety while negative ones, danger

Make safe choices easier to select

Make it harder to put myself at risk

Lower the risk of making mistakes

Reduce the pressure of making the "right" choice right now

Respect my time and task

Focus on the impact to my task

Spend less time explaining the technical issue

Flag threats; don't assume I notice

The absence of positive indicators isn't enough

Avoid interrupting me

Wait until I'm done or choose a safe default

Offer control without harming me

When I have no choice, explain why

Helping me understand still gives me some control

Make the effect of each option clear

Novices want guidance, not a control panel

Give Pros configurable controls

Technical users want precision and flexibility