

# **Learnings from a Guided Method for Experience Design: Psychological Needs in the Context of the Privacy Value**

Anne Elisabeth Krüger & Stefan Brandenburg

# Objectives

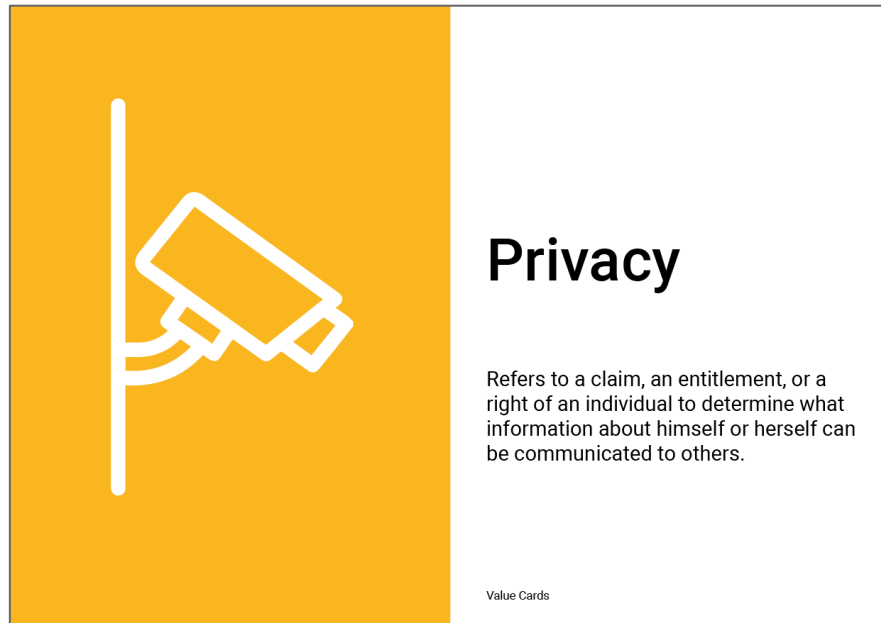
## Potential of Experience Design and Value

### Sensitive Design for the design of Privacy matters

- **Objective 1:** Introduction and Results of a Guided Experience Design Method based on Psychological Needs in the Context of Privacy
- **Objective 2:** Exploring the Interdependance between Values and Psychological Needs in Design for Privacy

# Designing User Experiences with Interactive Systems

Based on Psychological Needs and Values



Card Design: Veronica Hoth 2023

## User Values

(Friedman et al. 2003)

Accountability, identity, calmness, environmental sustainability, ownership and property, human welfare, ..

## Psychological Needs

(Desmet and Fokkinga, 2020)



## User Experience

is an evaluative

feeling –

EXPERIENCE –

during the

interaction with a

product.

This evaluation

arises from

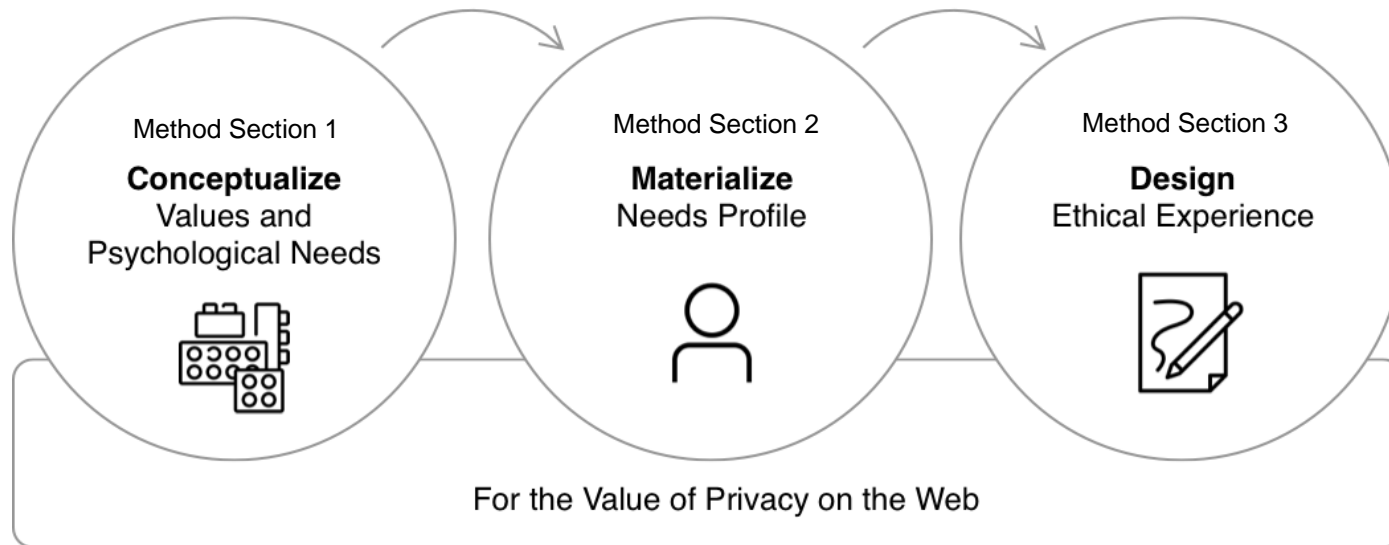
fulfilling or

frustrating basic

human needs.

(Hassenzahl 2008)

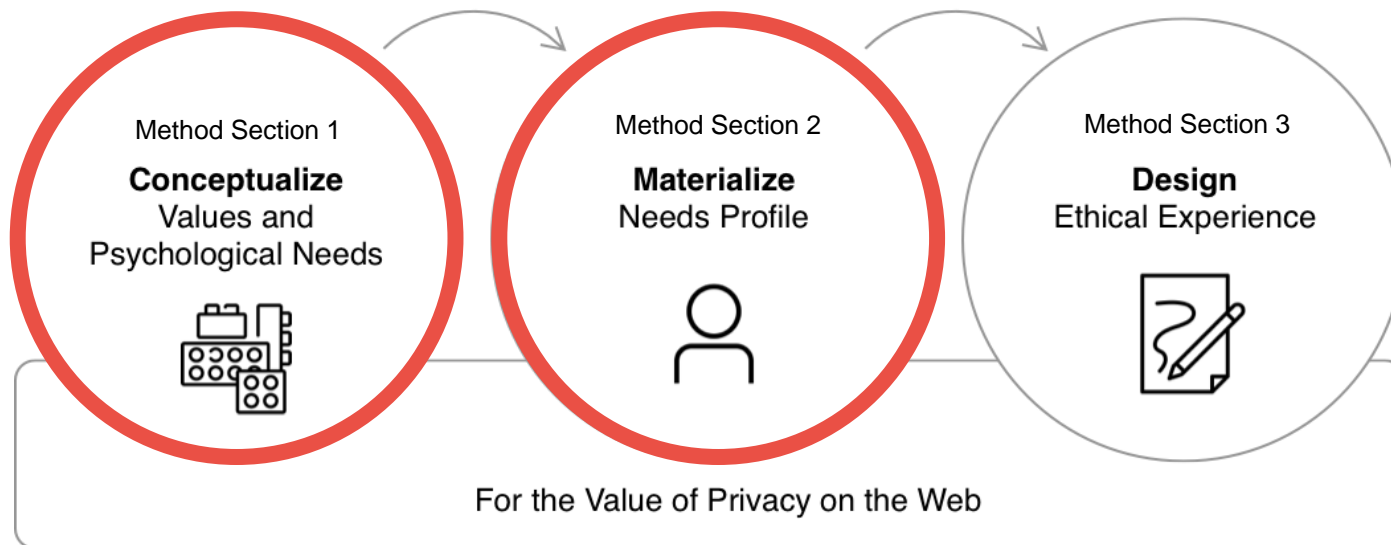
# Guided Method for Experience Design



## Assumptions and Context

- **Privacy as a Value**
- Explorative Study
  - Cookie Banners as Application Context for Method
  - Participants: Research and R&D, no background in UX, 4 female, 5 male

# Guided Method for Experience Design

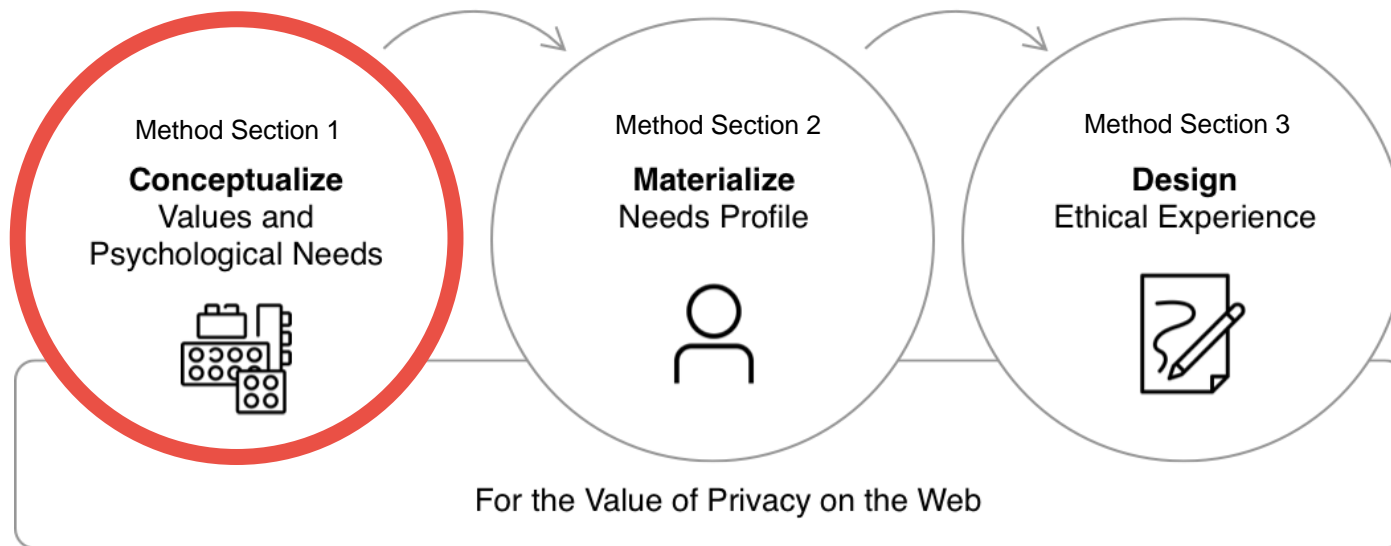


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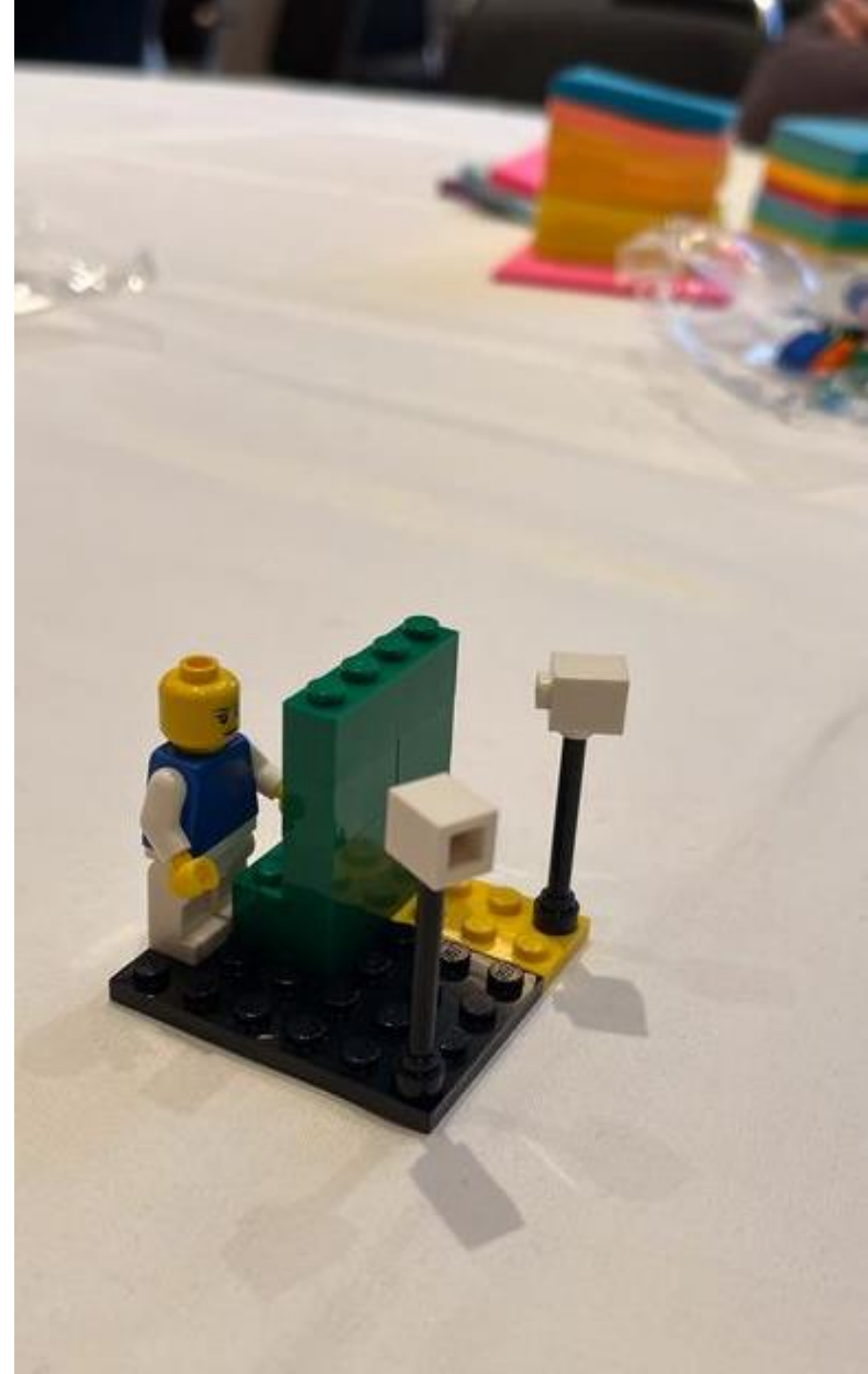
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# Method Section 1: Conceptualization

## Step 1: Understanding Psychological Needs and Values



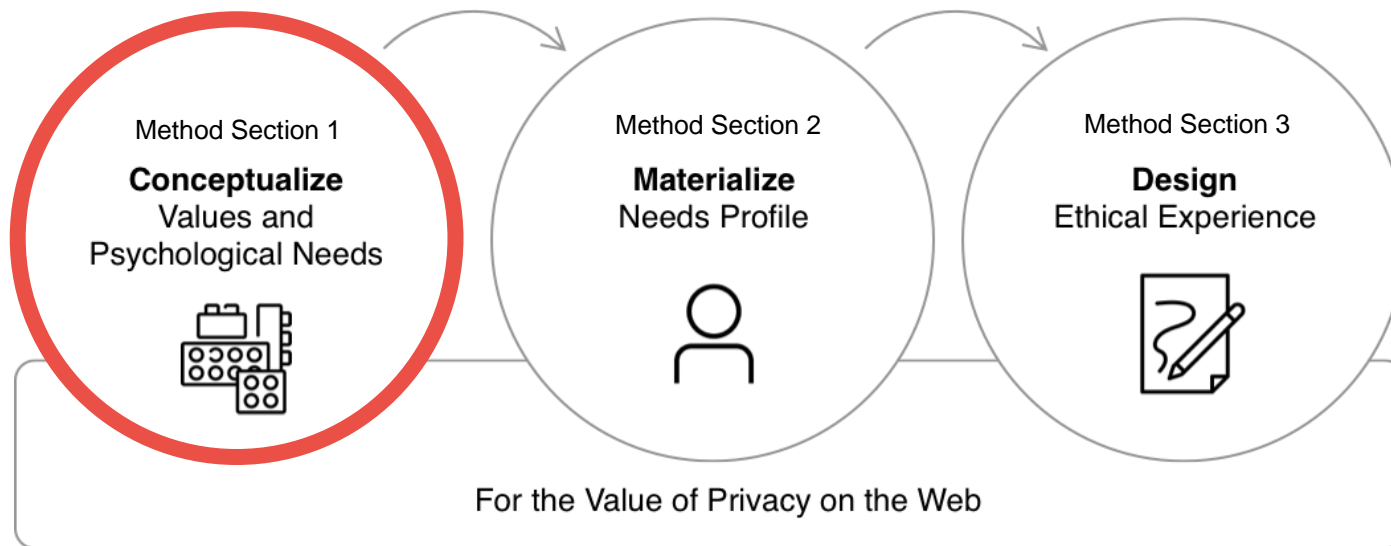
- **Aim:** To understand the participants attitudes towards the concepts of psychological needs and values, whether and how they see the link between them
- **Method:** Object Presentation (Krüger and Minet 2021)



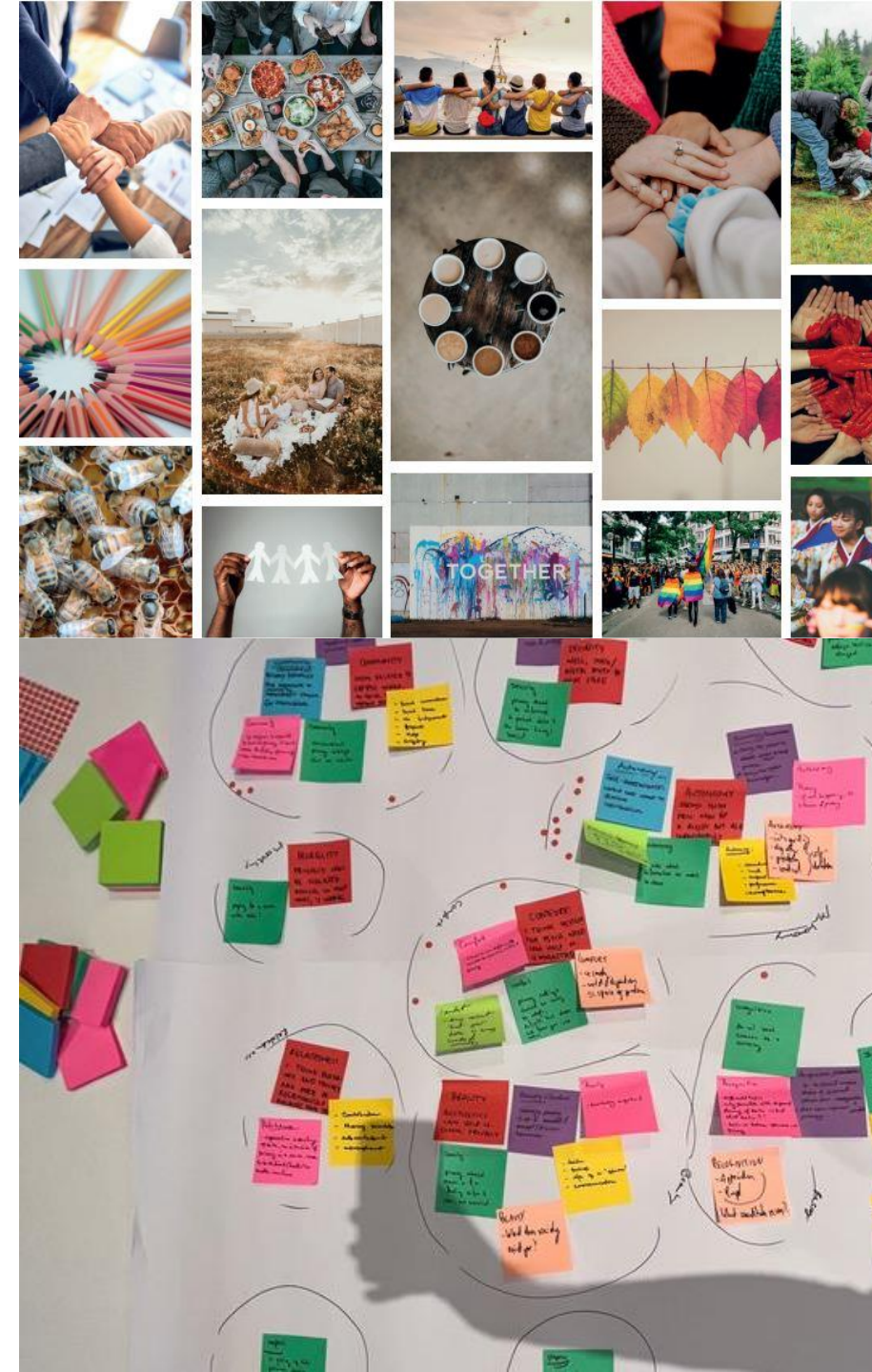


# Method Section 1: Conceptualization

## Step 2: Connecting Privacy with Psychological Needs



- **Aim:** Understanding the Connection between the Value of Privacy and individual Psychological Needs, Selection of the four most relevant Needs for the further Design Process
- **Method:** Need Materials (Burmester et al. 2023) based on Needs Typology (Desmet and Fokking 2020), Active Listening



# Method Section 1: Conceptualization

## Step 2: Connecting Privacy with Psychological Needs



### Autonomy

Autonomy was connected to self-determination, control over the disclosure of information and individualism; the freedom to live out personal preferences, making decisions about the disclosure of information, preserving the right to privacy as a personal choice.

### Beauty

Aesthetics was seen as important factor for the efficient communication of privacy matters. To be perceived as beautiful (currently it is not), one should feel safe, calm, not have to worry.

### Comfort

Deemed to prevent tension and difficulty, privacy seems essential for creating a comfortable environment. Ease in adapting settings, e. g. non-compulsory defaults, security measures seem crucial.

### Community

Community requires general openness; necessitates the support of intentional engagement with consent, simultaneously. Reliable, standardized privacy settings to balance the exposure to the community as chose were claimed.

### Competence

The freedom of choice seemed crucial; it was found necessary to provide information and (privacy) settings that can be changed. The ability to enact private protection was also emphasized.

### Impact

Proof that a stated preference (e.g. regarding data-handling) has been complied with. To see if the abandonment of data protection.

### Morality

The violation of privacy was generally estimated as ethically wrong. The willingness to pay for a service which uses sensitive data was associated with moral considerations.

### Purpose

It seems important that it is clearly and comprehensibly explained what the requested information is used for.

### Recognition

Recognition involves sharing data for appreciation. Protecting privacy is a delicate balance between openness and personal space, especially in the realm of social media where recognition and stimulation abound but pose a challenge to privacy.

### Relatedness

Sharing information and protecting privacy seem crucial for building relationships - involving contribution, knowledge sharing, and achievements within a trusted connection; a secure and meaningful relation requires rather gradual trust-building.

### Security

If privacy is neglected, people lack general security. Systematic enforcement of data protection seemed essential to protect both data and the people behind it. Thus, it seemed crucial to them that information and data be stored securely.



# Diverse Perceptions of Needs: Situated Knowledges

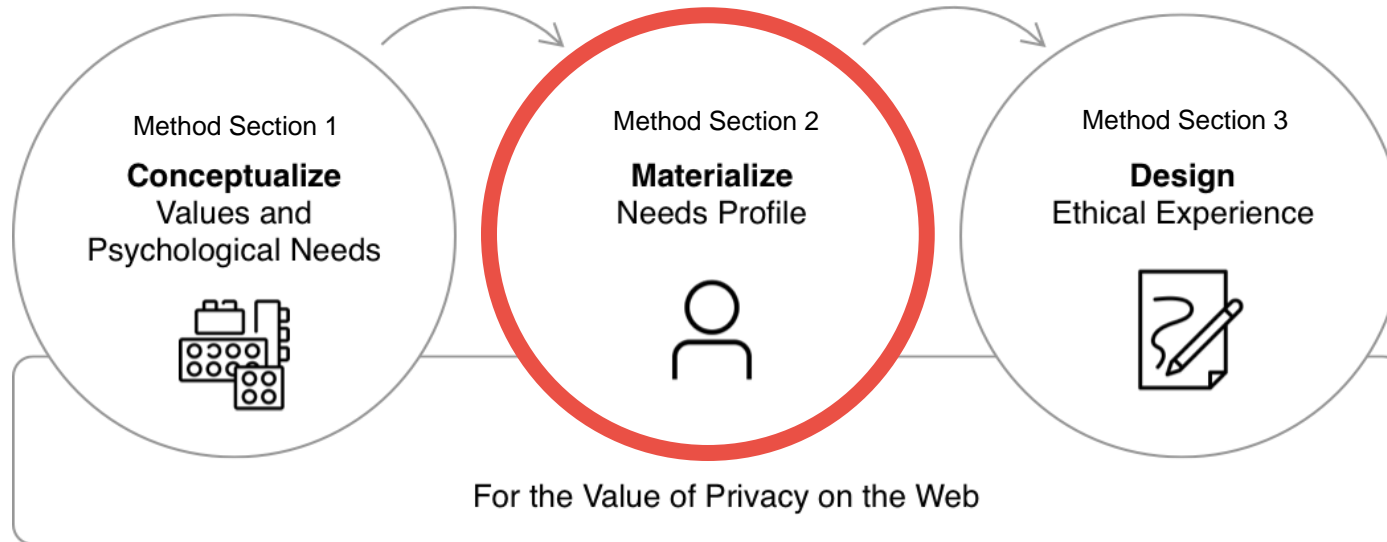


Quelle: <http://www.yagopartal.com/>

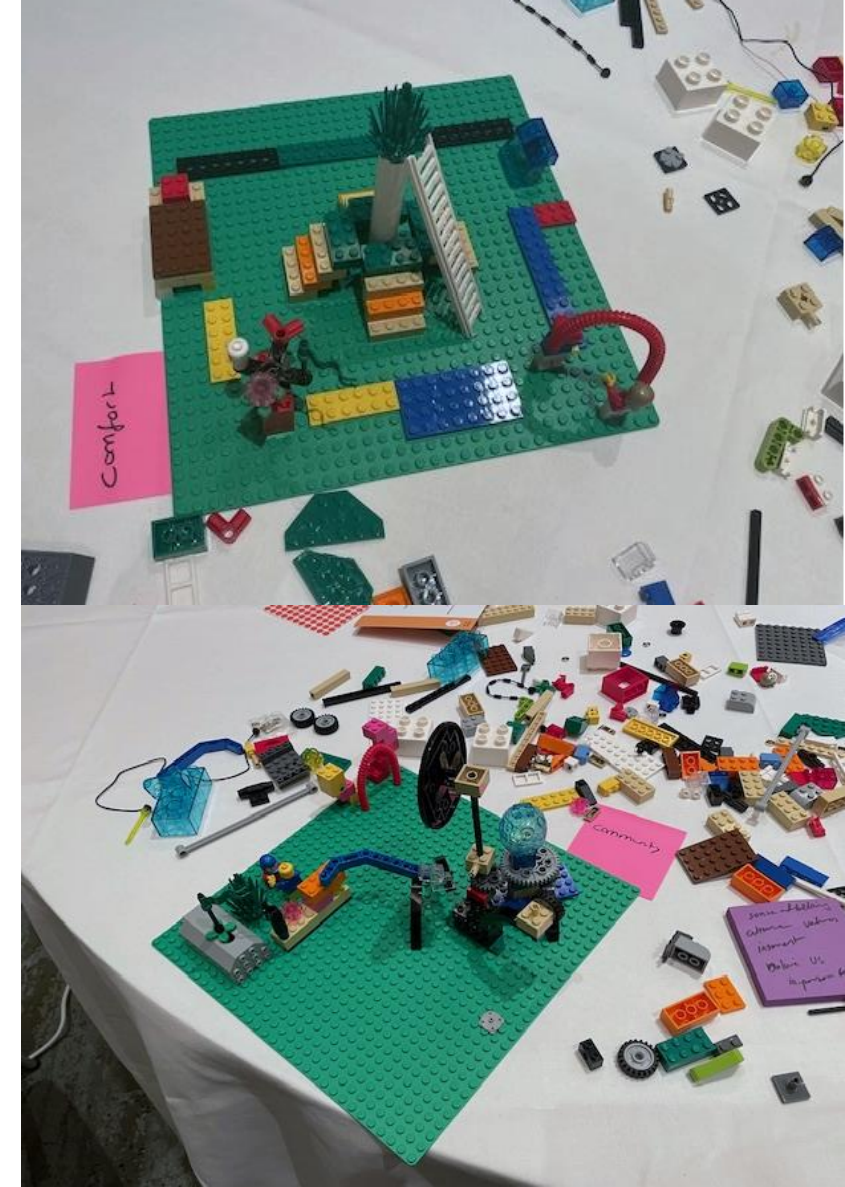


# Method Section 2: Materialization

## Step 1: Constructing Psychological Needs



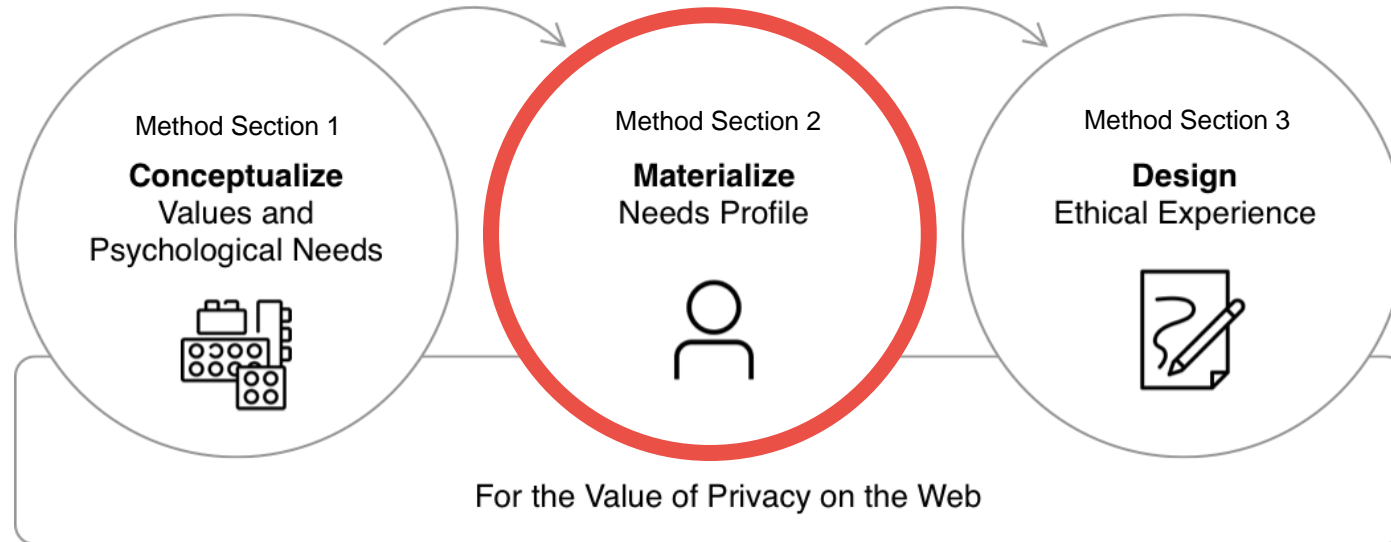
- **Aim:** Materialize the abstract concept of individual psychological needs in detail and embrace implicit knowledge
- **Method:** Needs Profiles (Krüger et al. 2017)



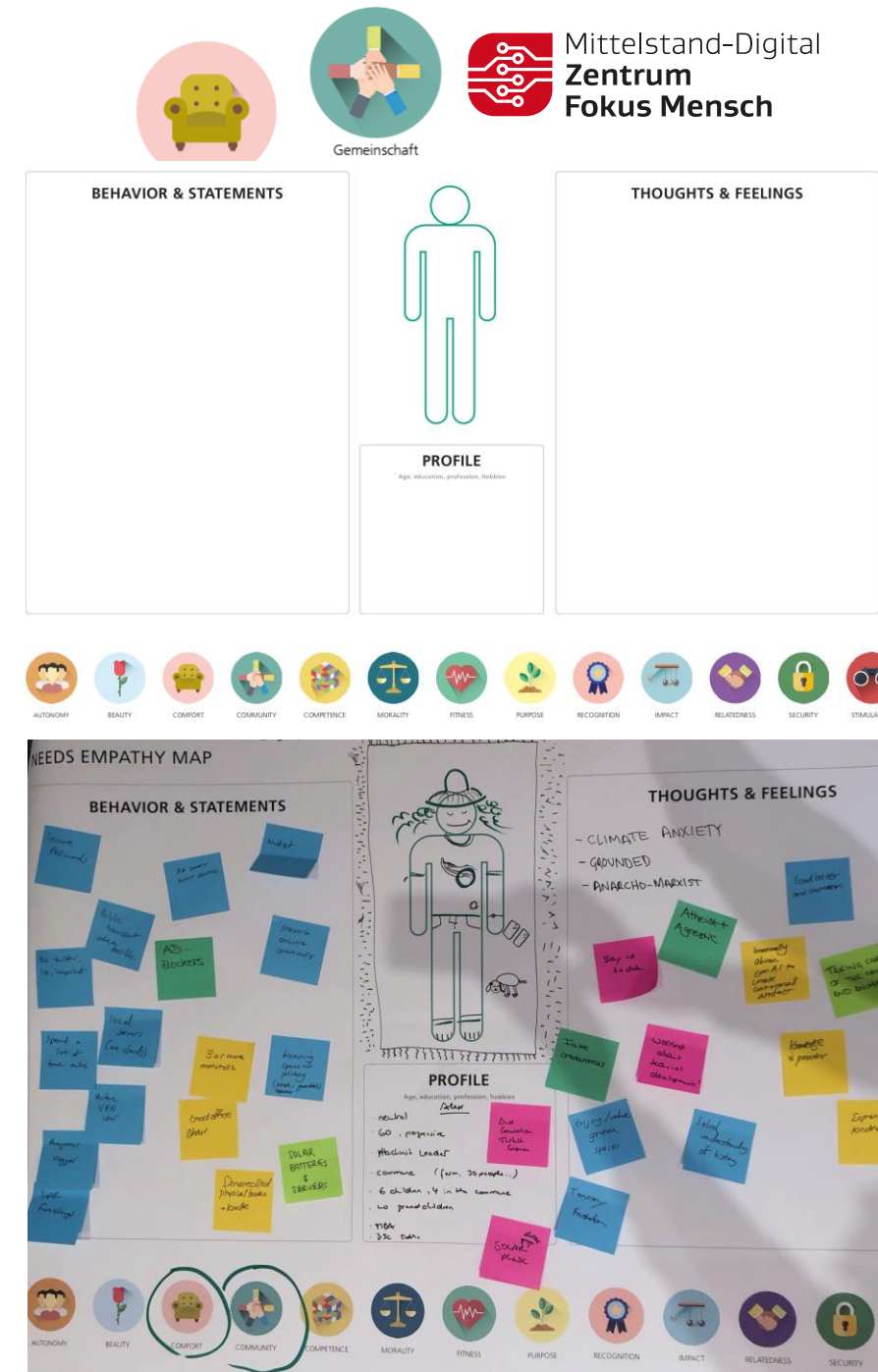


# Method Section 2: Materialization

## Step 1: Constructing Psychological Needs



- **Aim:** Exploring possible motivations, thoughts and feelings of user behavior originated in the specific, predefined psychological Needs
- **Method:** Needs Profiles (Krüger et al. 2017) and Needs Empathy Map (Krüger 2022)



# Insights and Take Aways

- **Needs and Privacy**
  - **People experience *Privacy* differently**
  - **Psychological Needs influence the Users' Experience of Privacy** Interactions and thus, should be recognized in Design Processes
  - Psychological Need for Security might be obvious, but not the most interesting one when designing for an innovative solution and a positive experience
- **Value(s) and Needs**
  - **Value as context of interaction**, broader perspective on life and motivations
  - Needs appear to have a **direct influence on interaction situation**
  - **Interdependence** between Needs and Values
- **Guided Experience Design Method**
  - Promising method to **design privacy interactions *from a Human Perspective and sensitise designers for the abstract concepts of needs and values***
  - Enables users and designers to effectively express their perspectives
  - Further studies and publications are planned



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