Towards designerly data donation *in practice*

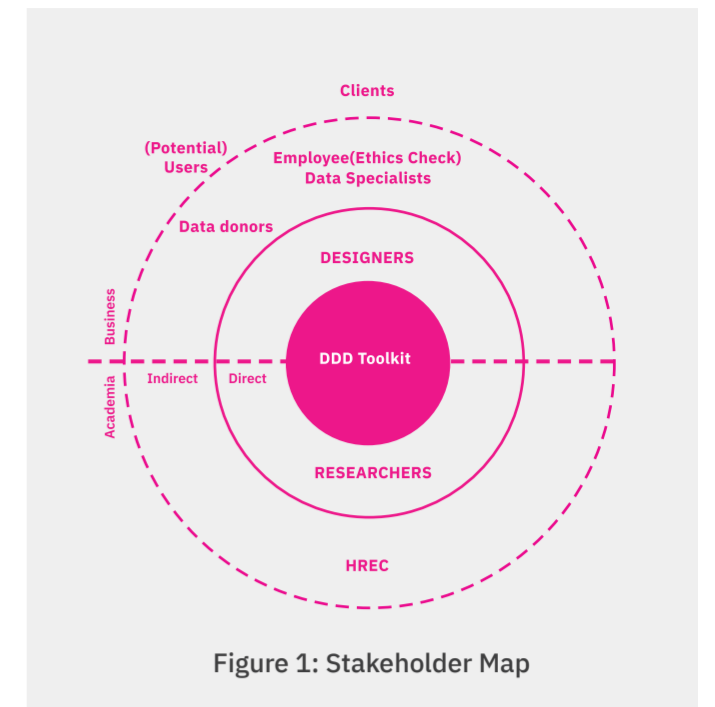MASTER's PROJECT   JAN 2023
SINYOUNG AHN

Figure 1: Stakeholder Map

PROJECT CONTEXT

Behavioural data that shows how and what people do could help designers unlock new ideas and perspectives about their users. However, collecting this data is expensive and time-consuming, and ethical concerns inevitably arise because the data often contains personal information. Ortega presents designerly data donation as an efficient and ethical approach that encourages the active participation of users to obtain contextualised data (Ortega et al., 2021). This subtle switch of attitude towards data collection will help designers reduce concerns about budget or invasion of privacy. Designers can build up proper triggers to inspire users to donate their data and provide enough information to enable donors to autonomously participate in their control and choice.

While its potential has been defined, there are a few challenges to further integrating this concept in practice. In particular, designers must understand the whole system to plan the right strategies to call for donors, taking the right action at the right time.

With this in mind, the main focus of this project was how to deliver the concept of designerly data donation as a design method for designers in practice. A design challenge and related activities were conducted with UX designers of The Valley and the data-centric design lab at TU delft, after which I proposed the initial shape of the DDD toolkit that can be used in practice as a result of this project.
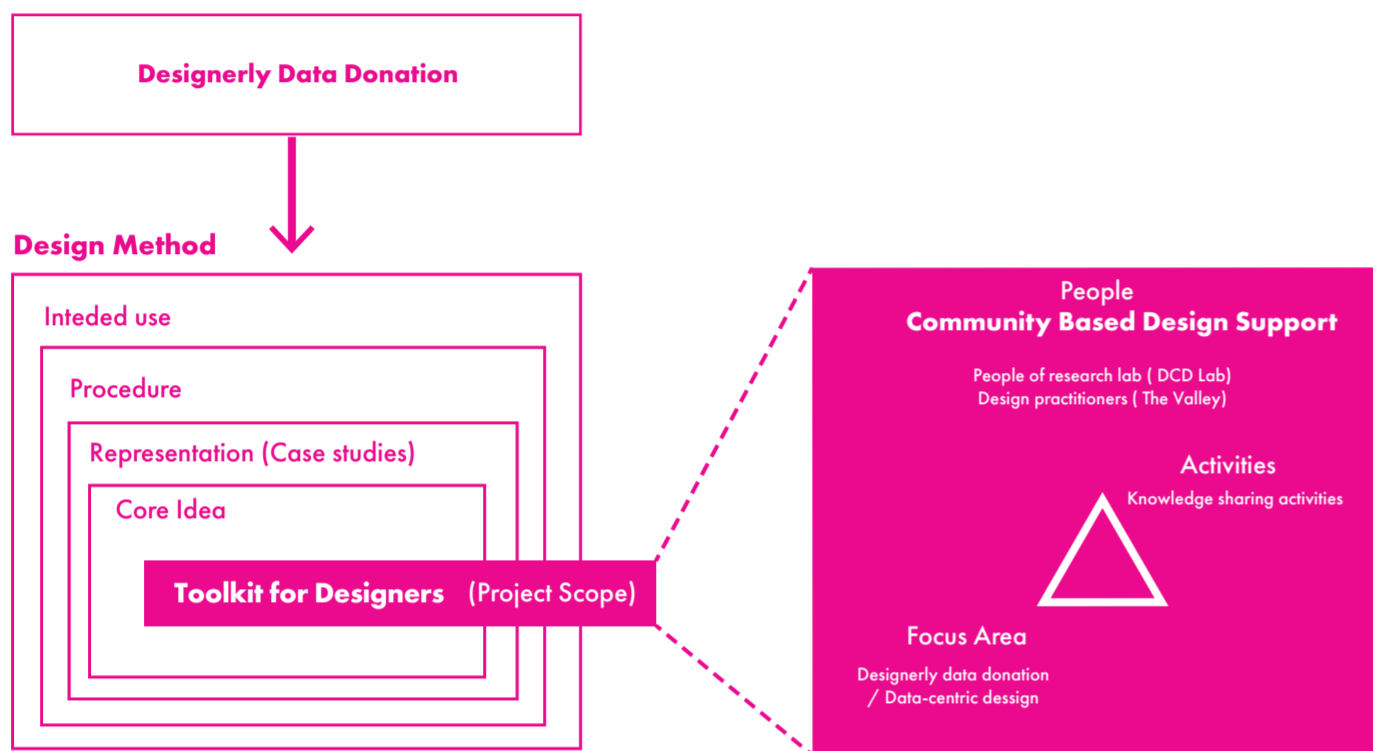

Figure 2: Framework DDD Toolkit

Physical Evidence	DDD Toolkit Website (Online)							DDD Toolkit Website / Data Storage / Meeting Room (On/offline)			Website (Online)
	Landing Page	Sub-Pages	Project Repository	Project Editor	Ethic Checklist		Project Editor	Received Data		Sharing Form
				Summary of the Journey			Consent Materials	Interview plan / questions		
User Actions	**Discover & Learn DDD**			**Do: Create - Edit - Save a DDD Journey**					**B**	**Share the Journey**
				Define the Journey	**Check Ethics**	**Reach Out & Receive**		**Contextualise** (Optional Phase)		
Front-stage	Overview	Value Gain	Case studies	Research Question	Ethics	Plan data management strategy		Plan Activities with donors		Fill in the form
	Intended Use	Data-Centric-Design		Target group & Values		Prepare Consent Materials		Conduct Interviews/Sessions		
	Glossary	Principles		Types of data		Complete Invitation for donors		Explore and shape data		
	Roles & Relationship	Ethics		Tips and Tricks		Advertise the Project				
					C	Receive Data				
			A	Cooperate with Data Specialists	**D**					*Line of Visibility*
Back-stage	Update Information / Maintain System									*Line of Internal Interaction*
Community Support	Share Knowledge & Experience									

Figure 3. Service Blueprint Map of the DDD Toolkit

FEATURES OF DDD TOOLKIT

(A) Project Repository: Shares case studies.
DDD toolkit shares case studies shared by other users. The case studies can give outline of the DDD to users. Project repository exists between learning and doing steps where are accessible at any stage of the journey

(B) Iterative Process
DDD toolkit supports Iterative process by providing 'project editor' that designers are easily create, edit and share their own DDD journey.

(C) Ethics Checklists: Reminds ethical risks.
DDD toolkit will force users (data receivers) to check ethical risks that could caused during the DDD journey. It can be read in detailed page, but it will be shown once again after completing the planning and before reaching out to donors

(D) Collaboration: Encourage collaboration.
DDD toolkit encourages collaboration with stakeholders. For example, working with data specialists will open more possiblities. Also, community activities such as feedback sessions among users can happen through the platform.

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