

# The impact of cognitive load with consent in mind, during onboarding



James Harvey  
@harvjm

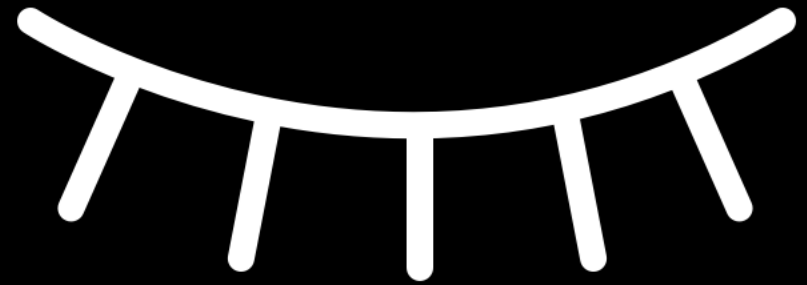
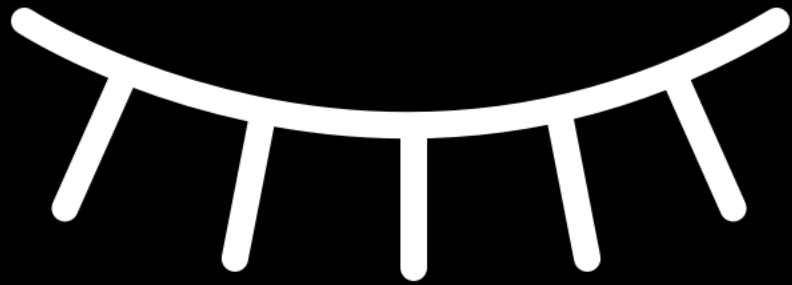


Head of Design and UX  
@getyoti

**MyData**<sup>2016</sup>  
Advancing human centric personal data  
Aug 31st – Sep 2nd 2016 / Helsinki Finland



**Will everyone please  
close their eyes**



a square



# In this session we'll cover:

1. Cognitive Load
2. Consent
3. Onboarding





# 1 Cognitive load

Too much choice

Too much thought required

Too little clarity




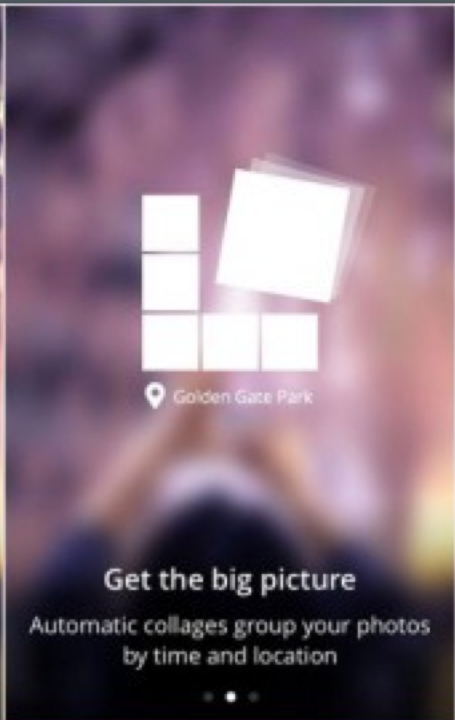
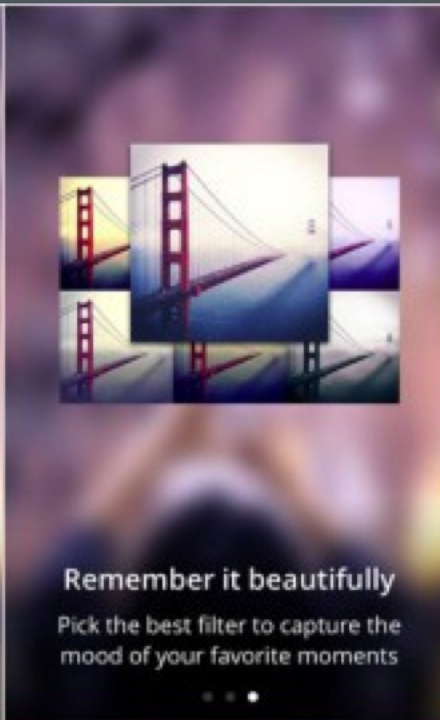

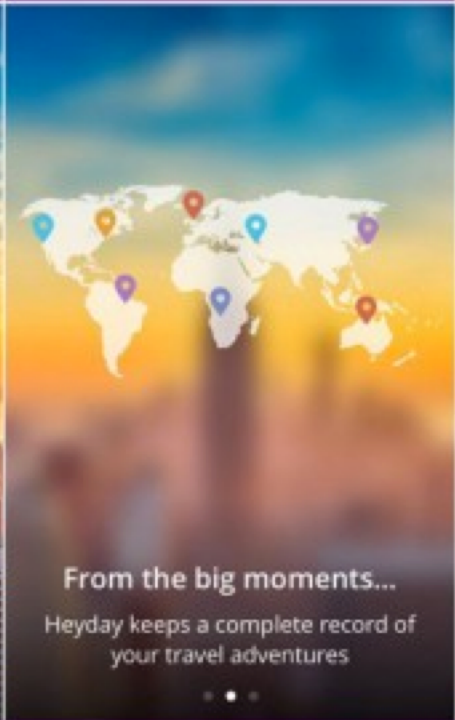

*The average app loses 71% of its users just one day after a download*

(the top apps do much better with the top 10 only losing 25%)



35,000



 <p><b>Remember what you see</b> Heyday displays your photos and videos as part of a private journal</p> <p>Next</p>	 <p><b>Get the big picture</b> Automatic collages group your photos by time and location</p> <p>Next</p>	 <p><b>Remember it beautifully</b> Pick the best filter to capture the mood of your favorite moments</p> <p>Grant Photo Permission</p>
 <p><b>Remember where you go</b> Heyday automatically journals the places you visit</p> <p>Next</p>	 <p><b>From the big moments...</b> Heyday keeps a complete record of your travel adventures</p> <p>Next</p>	 <p><b>...to the small stuff</b> Your everyday life gets journaled too because every moment counts</p> <p>Grant Location Permission</p>

VS

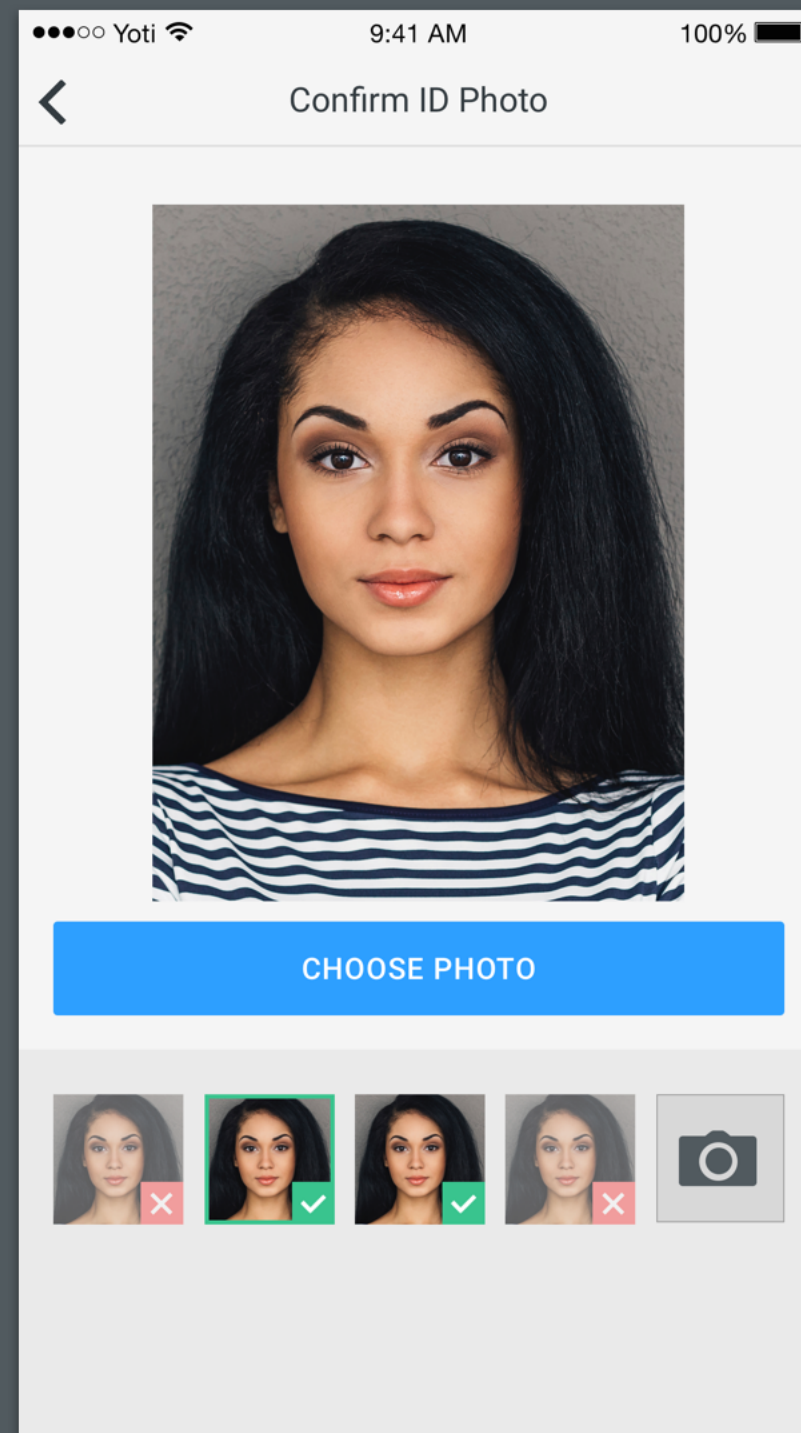
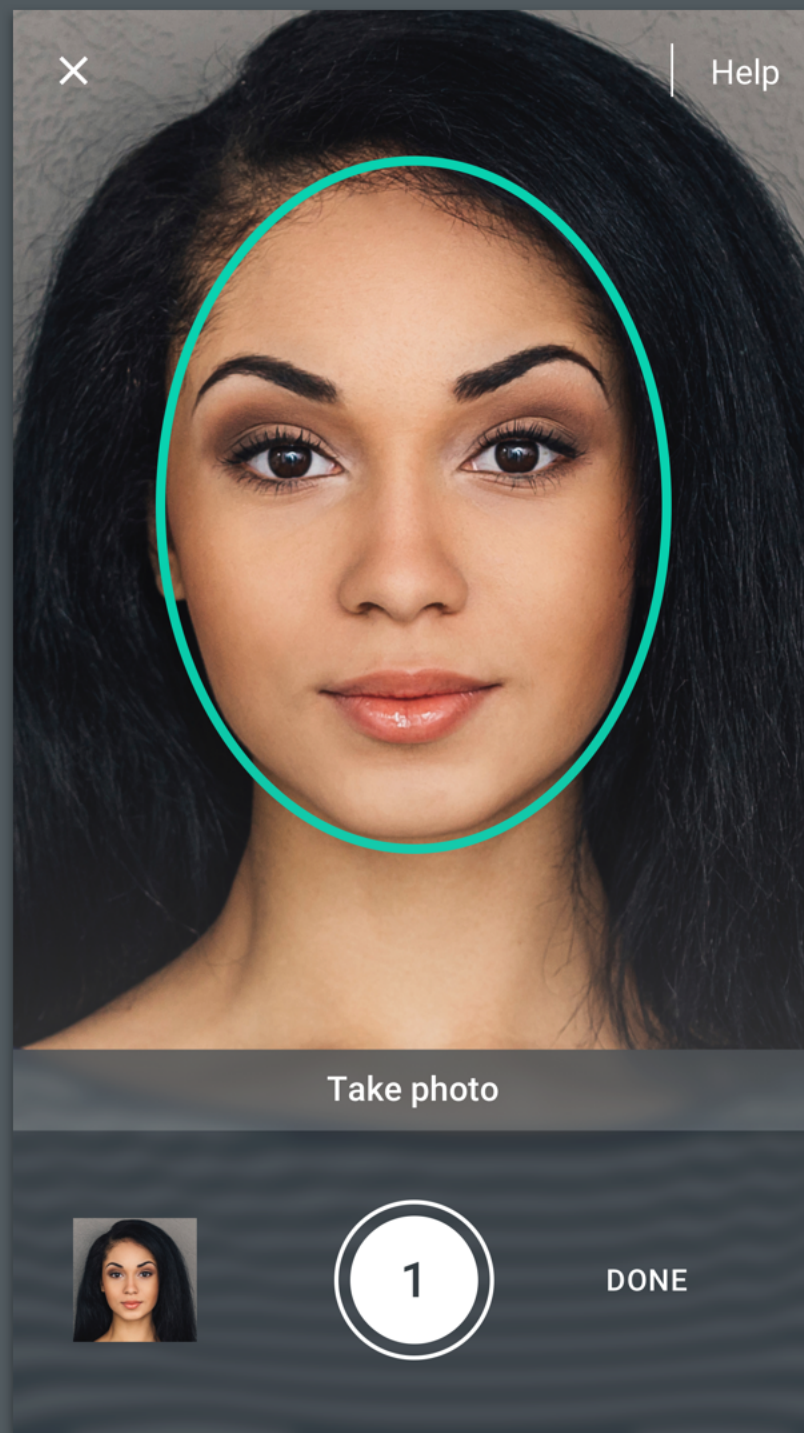
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Enter email

→







# Cognitive Load take away 1



**Making people think or having to remember, requires the most of the mental resources.**



# Cognitive Load take away 2



**Communicate your value proposition to your users in one sentence.**



# Cognitive Load take away 3



**To reduce cognitive load keep it simple, short and human centred. Tell them what they need to know at the right time.**





# 2 Consent

Permission for something to happen or agreement to do something.



*‘Whenever asking for information from a user, I filter every decision through the lens of ‘can this credibly be represented as being to the user’s’ benefit in providing this?’*

Samuel Hulick



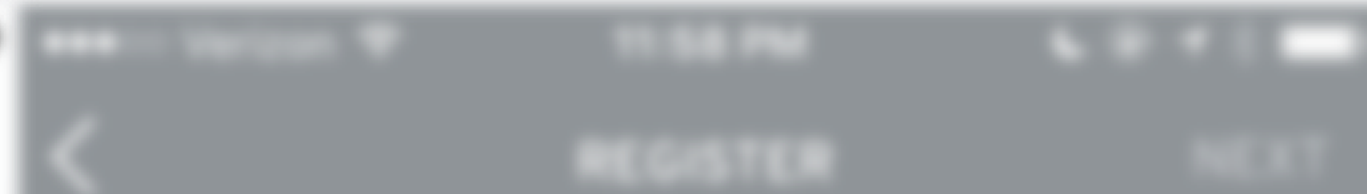
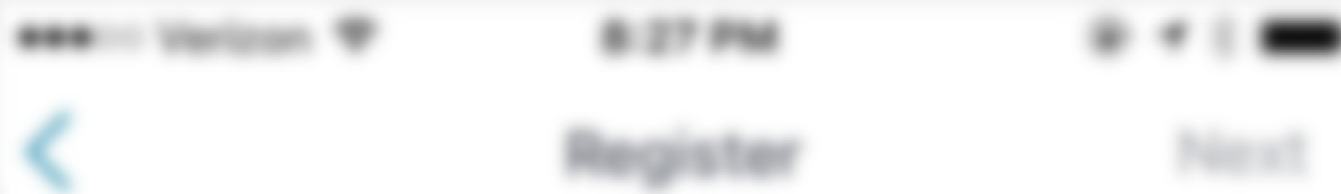
Sign Up

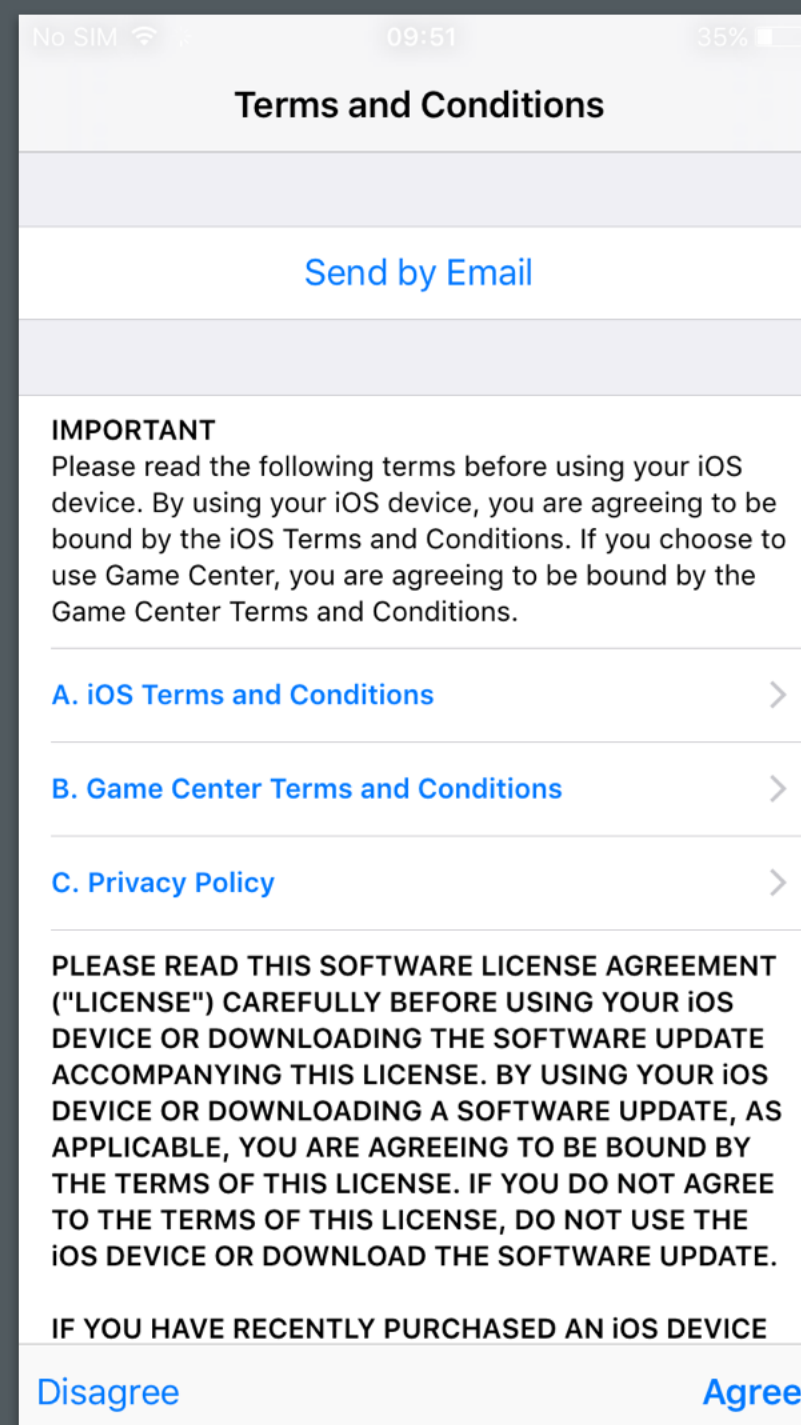
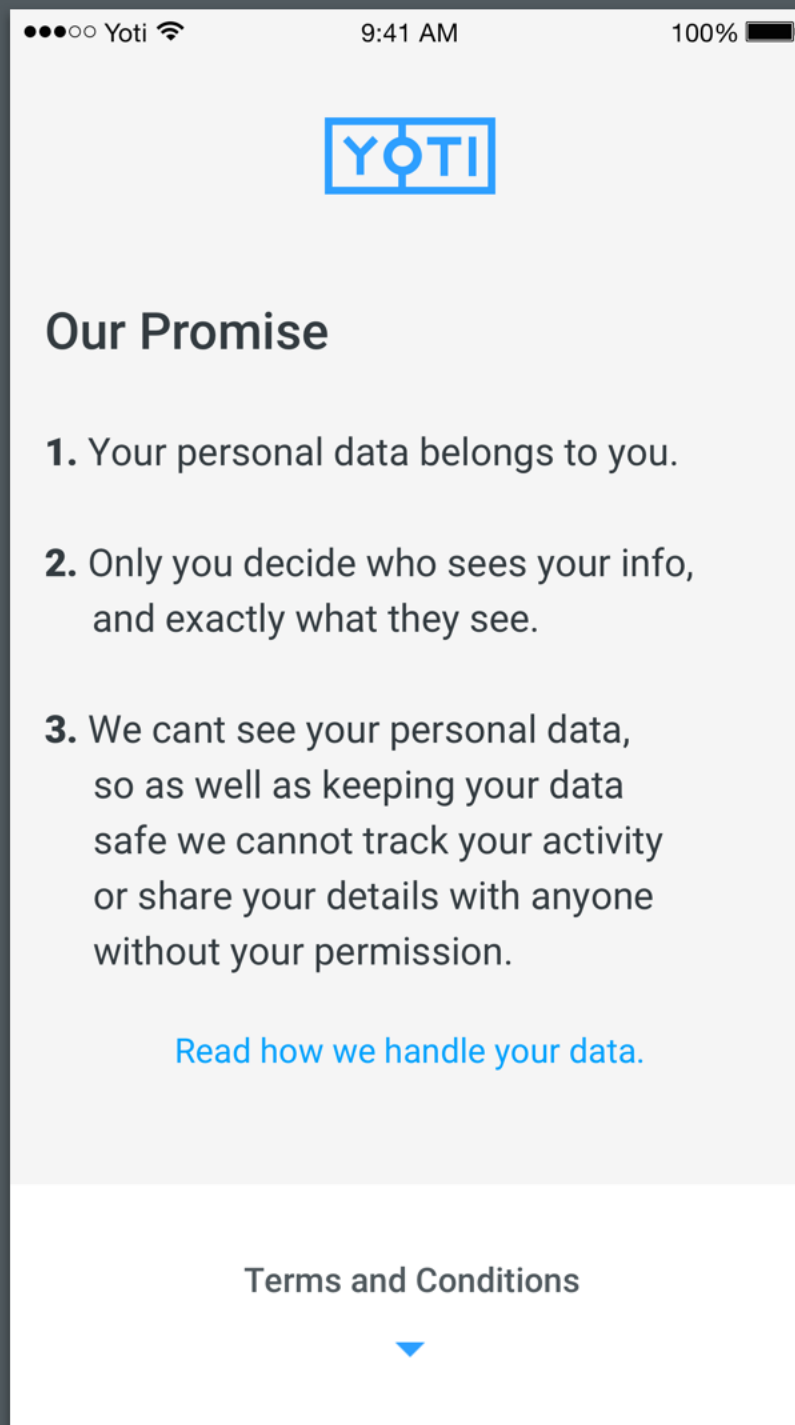
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Your Last Name

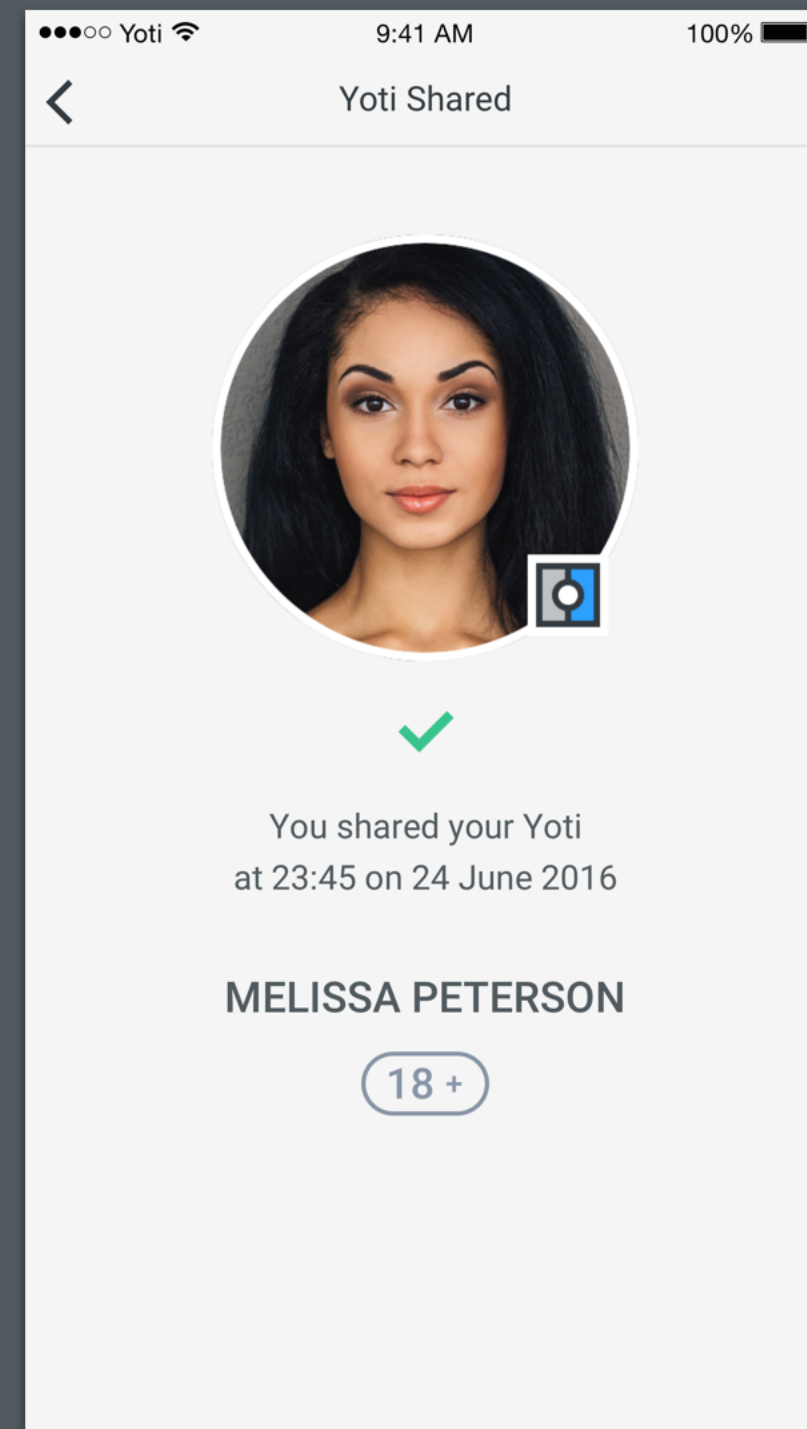
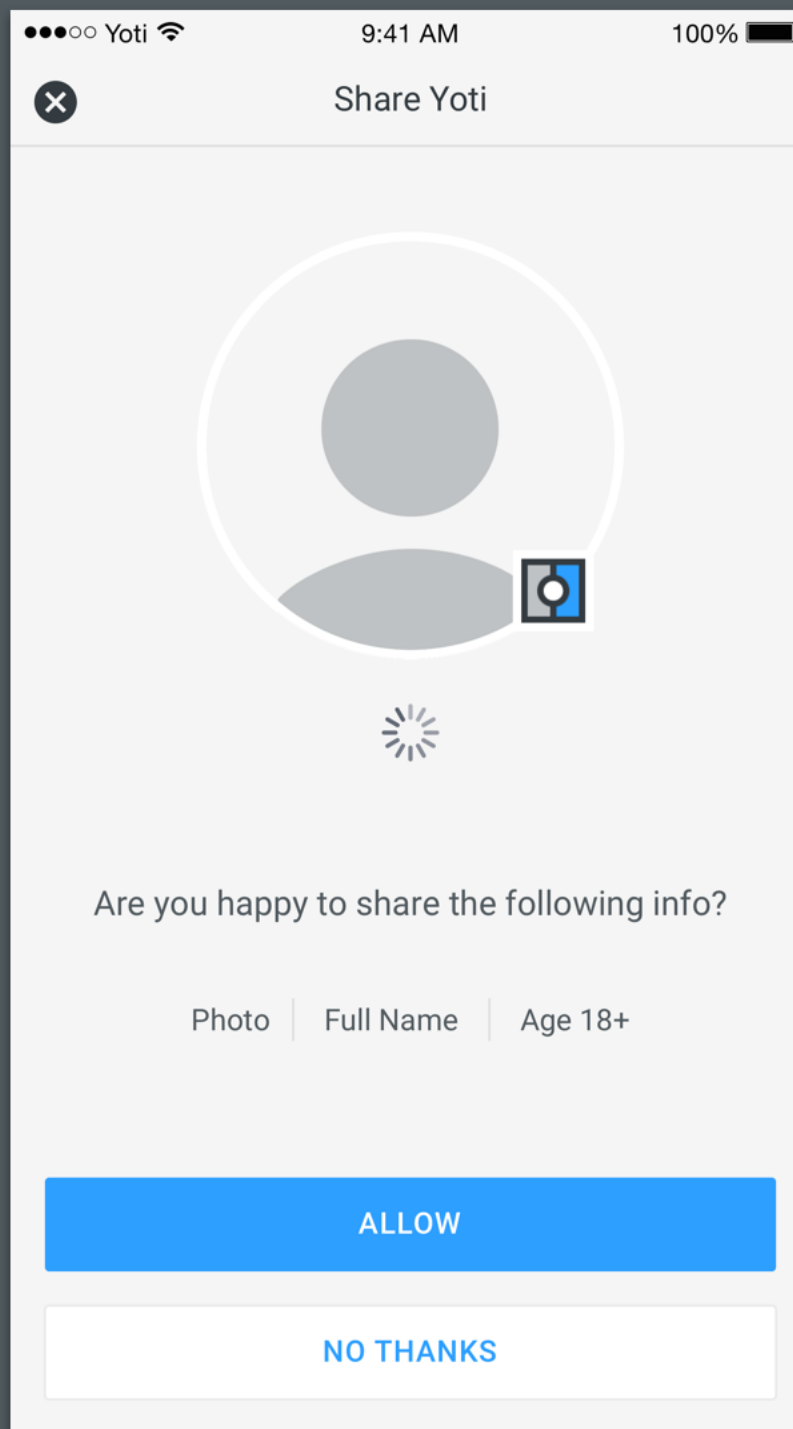
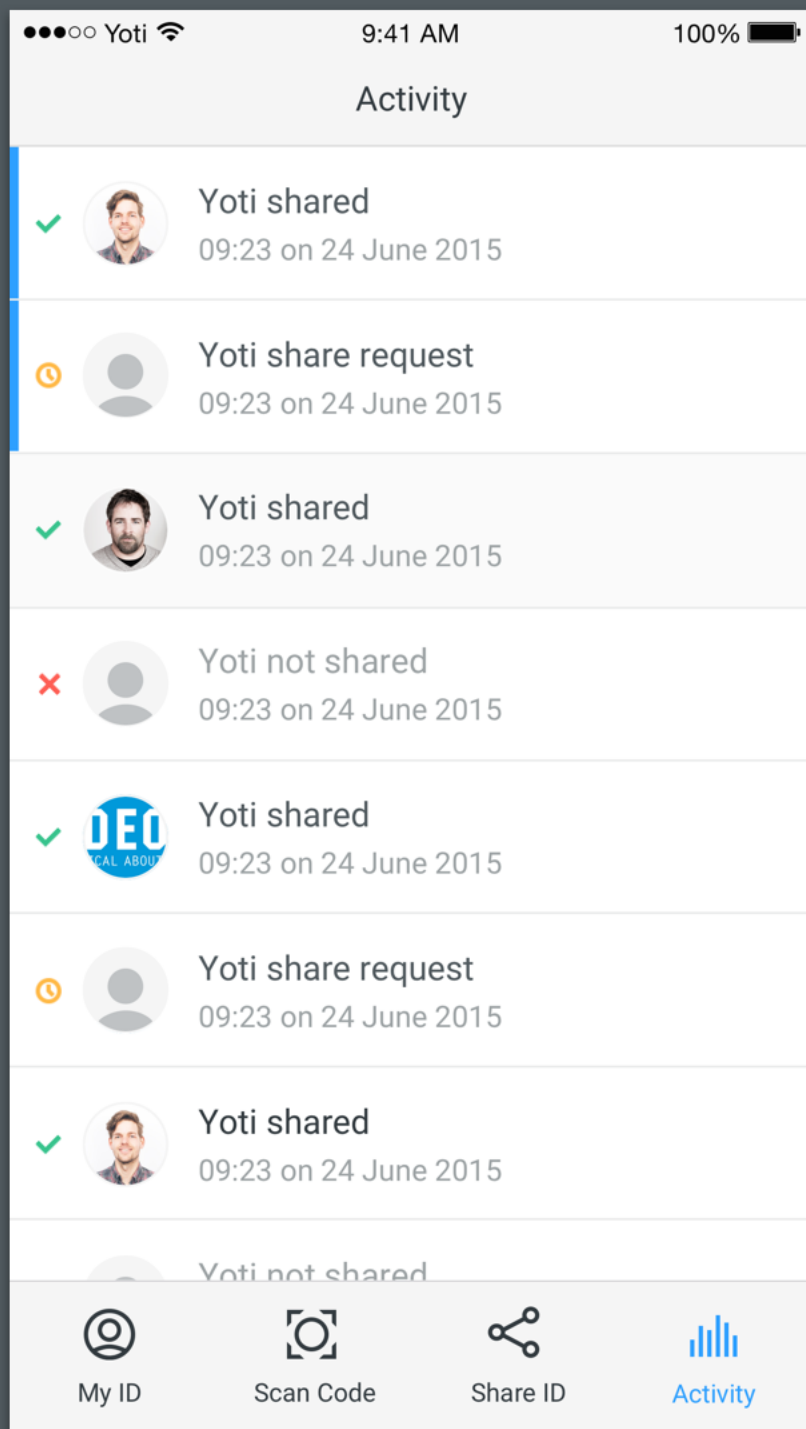
EMAIL  
Your Email Address

By registering you agree to our **Terms of Use** and **Privacy Policy**.

By signing up, you agree to our [Terms of Service](#).







# Consent take away 1



**Always provide a clear reason why you're asking for consent and how it will benefit the user in their journey with you.**



# Consent take away 2



**Always ask for permission and provide users with a copy of the transaction between you and them.**



# Consent take away 3



**Transparency is key when asking for consent. Remove ambiguity, be honest and upfront (if you have nothing to hide).**





# 3 Onboarding

The process of setting up first-time users to be successful with your product.



*‘Every time you make a decision, it’s like doing another rep in the gym. And similar to how your muscles get tired at the end of a workout, the strength of your willpower fades as you make more decisions.’*

James Clear



02-UK 09:02 82%

[Back](#) **Sign Up**

Sign up for London's best coffee

James

harvejames@gmail.com

•••••

**CREATE ACCOUNT**

02-UK 11:36 57%

[Cancel](#) **SIGN UP** [Continue](#)

**Personal Information**

First Name  
James

Last Name  
Harvey

Address Line 1  
Flat 2

Address Line 2

City

County

Postal Code



8:38

← Gender

What's Your Gender?

Providing your gender creates the best Facebook experience for you.

Male

Female

Next

8:38

← Name

What's Your Name?

Using your real name makes it easier for friends to recognize you.

First Name

Last Name

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← Birthday

What's Your Birthday?

Your birthday can be hidden from your friends.  
[Learn More.](#)

Dec161997

Jan171998

Feb181999

Next



## **"AppName" Would Like to Send You Notifications**

Notifications may include alerts,  
sounds and icon badges. These can be  
configured in Settings.

Don't Allow

OK



# Onboarding take away 1



**Onboarding doesn't necessarily end once users create an account, reach the 'homescreen' or even take their first action.**



# Onboarding take away 2



**Onboarding is a continuous journey of successful actions that puts the person first in order for them to succeed.**



# Onboarding take away 3



**Show users the value of your product through them using it. Don't default to telling them how to use it.**





# Task

1. Define your value proposition or PWS in once sentence.
2. Define how and at what point you'll collect consent and give users not only proof of this but also a way to retract at any point.
3. Determine what key piece of information you need to get a user started.



# Design for people first and empower them with their data.

## Thank you



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