

Hooked on privacy

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Who am I?

- Product architect @ HelloData
- Technical + business background



What are we going to do?

- Explain the hook model
- Fill out a hook model canvas
- Implications of personal data processing
- Use an extended hook model canvas



"A must-read for everyone who cares about driving customer engagement."

—ERIC RIES, author of *The Lean Startup*

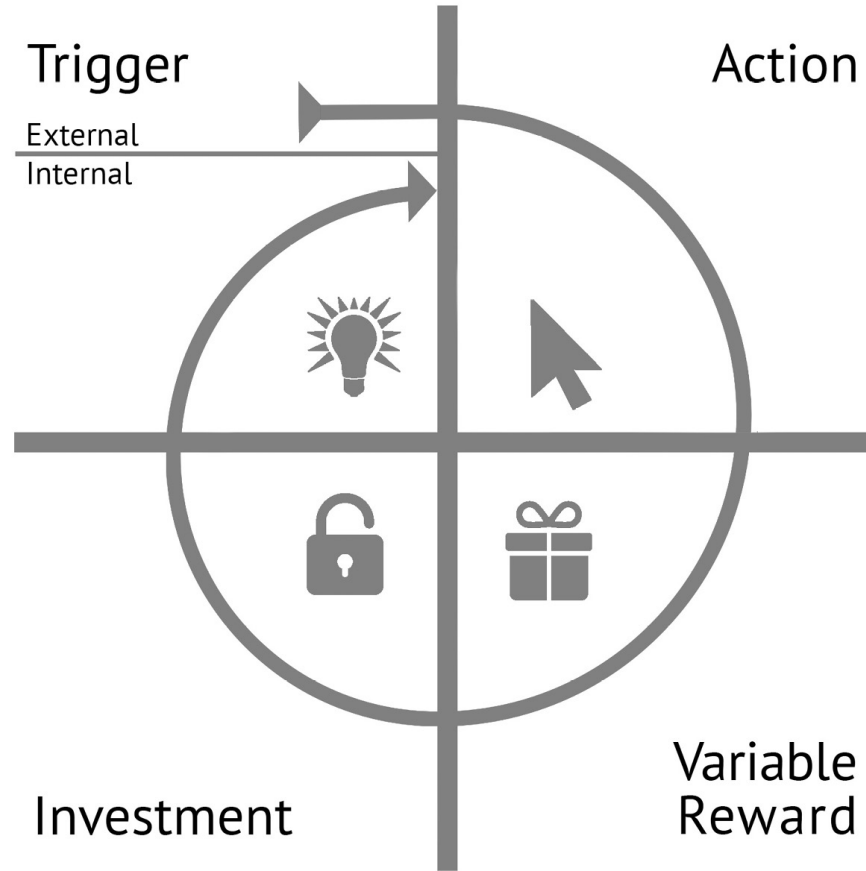
HOOKED



How to Build
Habit-Forming Products

NIR EYAL

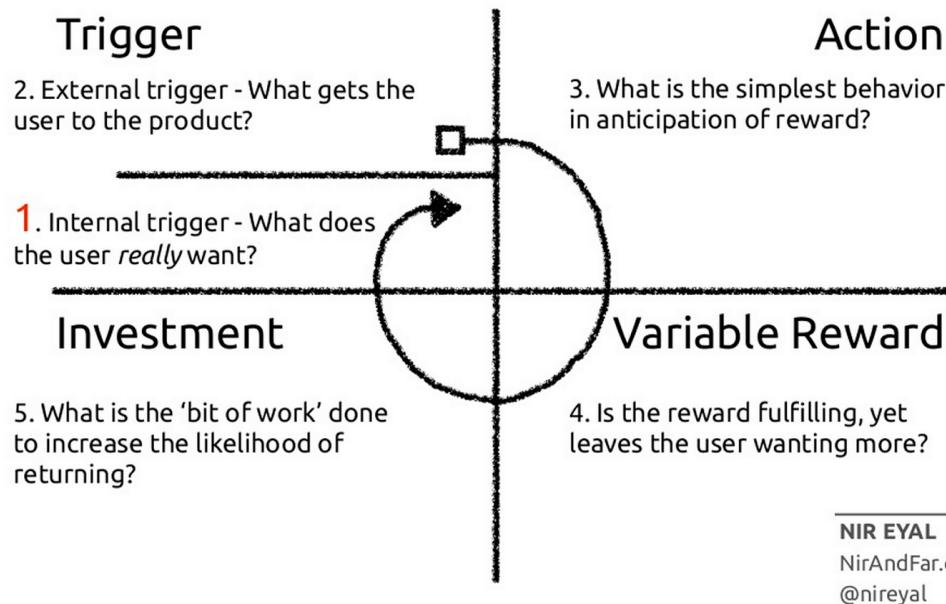
WITH RYAN HOOVER





3 minute assignment, fill out a canvas for Pokemon Go

The hook canvas



Possible answers

- Triggers
 - Boredom?
 - Procrastination
 - Action
 - Open app
 - Evolve pokemon
 - Variable reward
 - Items from the pokestop
 - Random pokemons
 - Investment
 - Collecting pokemons to evolve them
 - Claiming a gym
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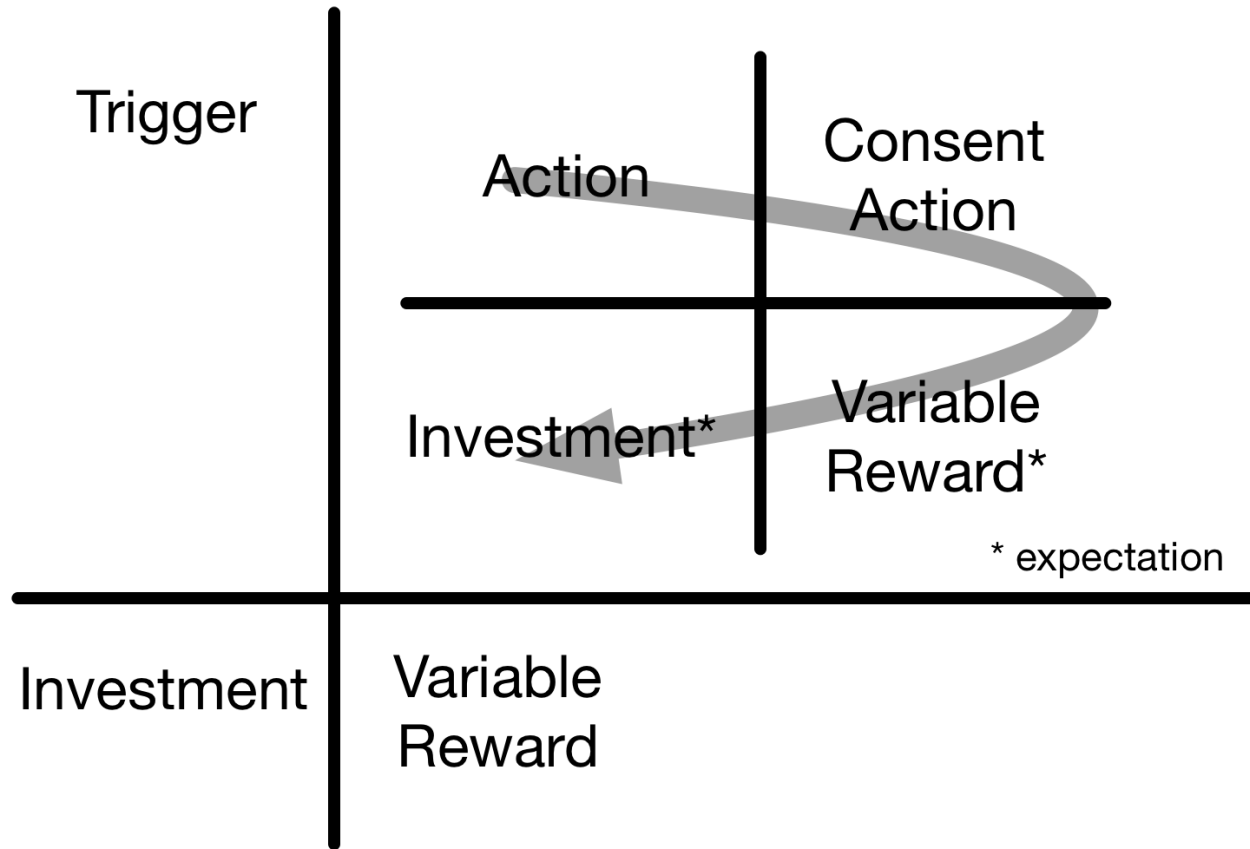
Consent to processing of personal data (GDPR)

- Personal data
 - Any information relating to an identified or identifiable natural person
- Processing
 - Any (set of) operation(s) which is performed on personal data, automated or not
- Consent
 - Agreeing with a clear affirmative action to the processing of data

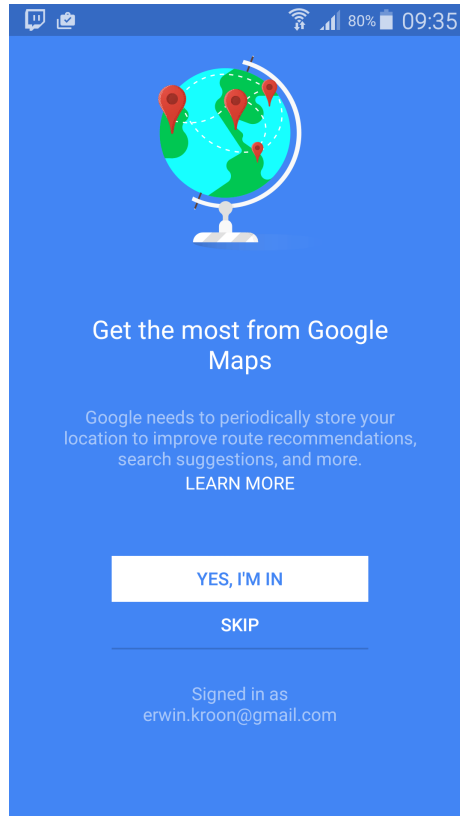


Extended hook model

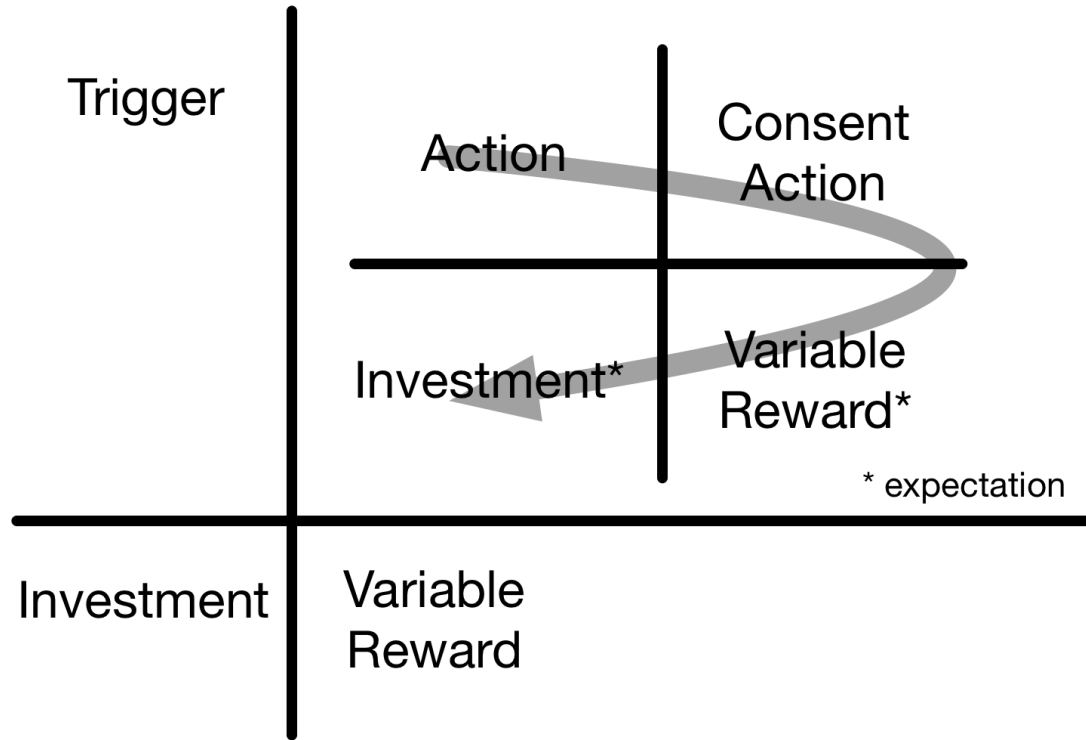
- Complications with normal hook model
 - The simplest action is not always what is required
 - Asking for consent breaks the cycle
 - Assumptions
 - Giving consent for the sole purpose of consenting is not engaging
 - Sometimes informing about implicit consent is the only action
 - Solution: model consent as a hook cycle within the hook cycle
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Example: Google Maps



3 min assignment, location consent into Pokemon Go



Possible answers

- Action
 - Opening app
 - Consent Action
 - Inform about location storage
 - Ask about location storage
 - Variable reward
 - Process data to check if other people are cheating
 - Process data to see if pokemon need to be added in your locations
 - Investment
 - Expectation of a game with less cheaters
 - Expectation of more pokemons
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Summary

- The hook model focusses on
 - Triggers
 - Actions
 - Variable rewards
 - Investment of the user
 - Model consent on processing of personal data into the hook model:
 - Which action to repurpose? (consent trigger)
 - Will I only inform or ask for consent? (consent action)
 - Which variable rewards can be expected? (consent reward)
 - Which triggers will it make available? (consent investment)
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References

- <http://www.nirandfar.com/ hooked>
- <http://bit.ly/2016-679-en>
- <http://www.pokemongo.com/>



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Closer to your data



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