

# Security factors affecting user experience. Improving a sense of dignity, empowerment and trust.

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## Background

With the rise of the Internet economy, the issues of Internet privacy and Internet information security have also entered the field of vision of ordinary users. In recent years, frequent network information security incidents have forced people to worry about their personal information when using network services. Therefore, users will be more cautious about websites that need to provide personal information.

## Research Methodology

Analyze the existing web process and information structure of monadd, divide the user groups according to the nature of the monadd website, use the empathy map to initially analyze user needs (To what extent does the sense of security affect the user's choice (factors that affect the user's choice and consumption)) and pain points, and then conduct in-depth interviews with existing users to gain further insights. Use survey to obtain different insights on the sensitivity of personal information from user groups with different characteristics such as different identities and regions.

Tools: Emphy map, User journey map, Survey, In-depth interview

## Introduction

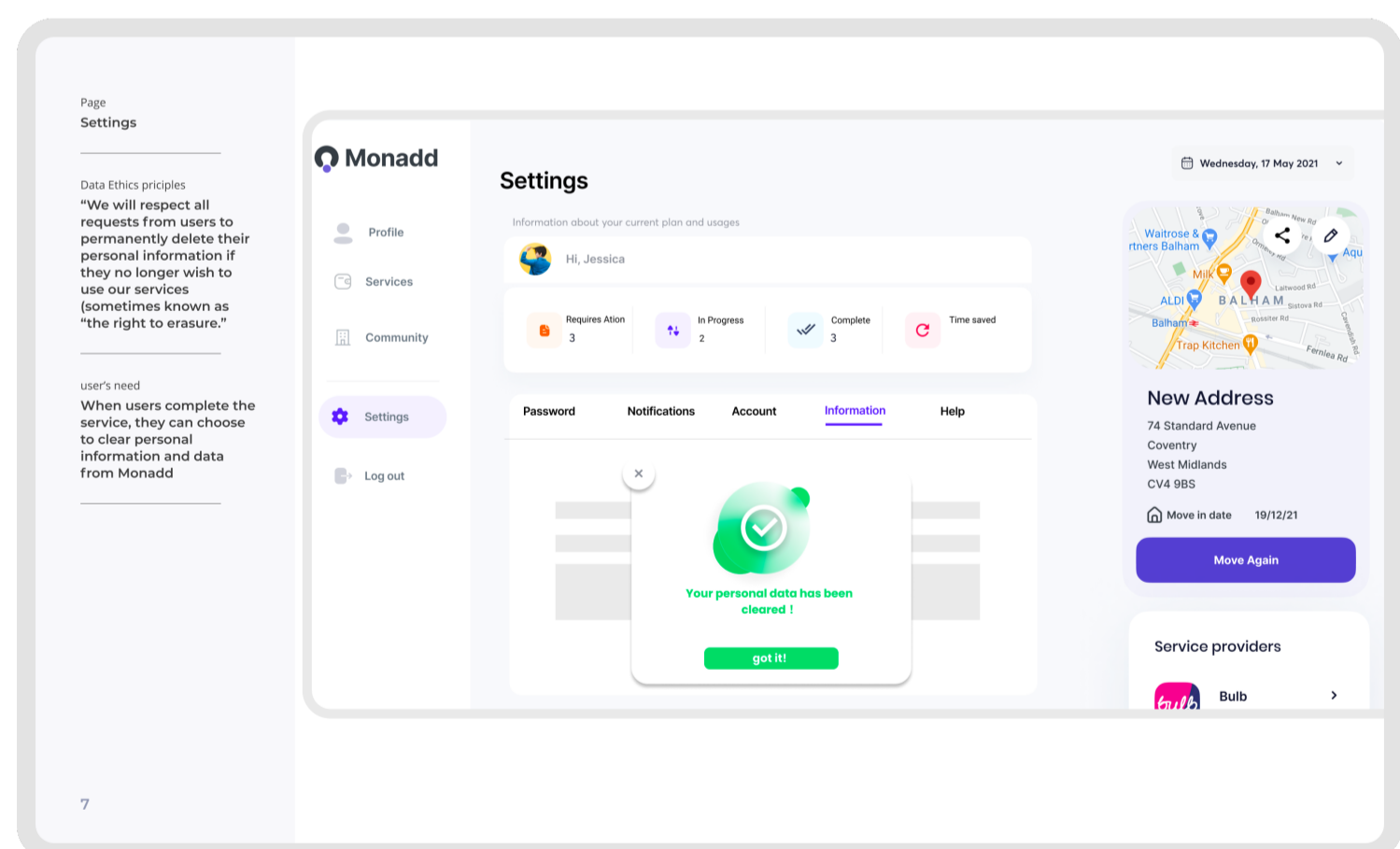
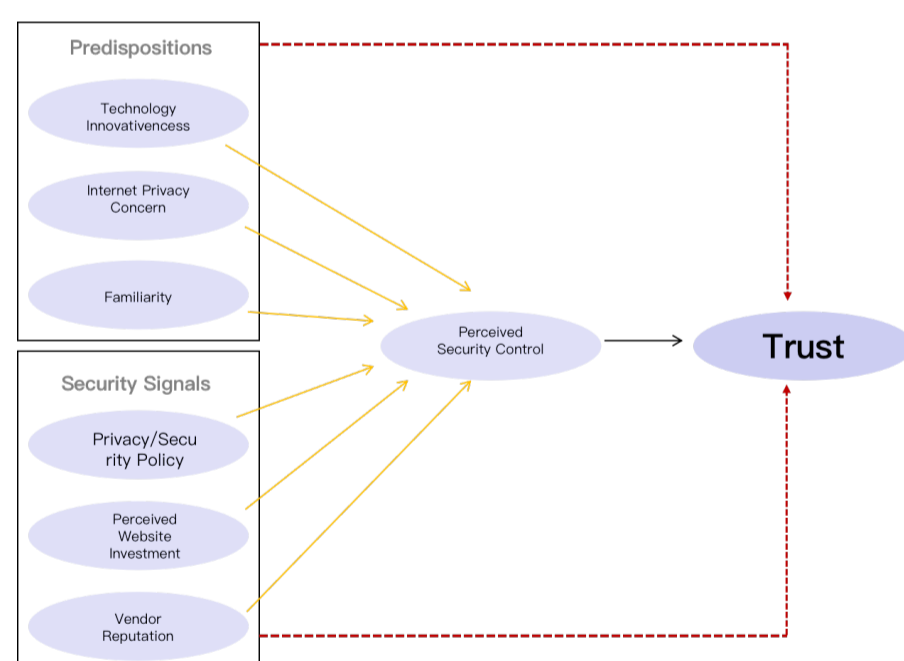
The project aims to help Monadd enhance the user's sense of security during the online experience. Help express Monadd's ethical principles. Since Monadd's service is based on the support of AI technology, obtaining users' personal data is the key to providing services. As a company with a strong sense of social responsibility and ethical principles, Monadd has been committed to improving and protecting users' data privacy. Establishing a service environment for Monadd to make users feel more secure is in line with the purpose of the company and the needs of users.

## Research Results

From the analysis of the questionnaire results, People's sensitivity to different personal information.

Through in-depth interviews with 10 users, the interviewees experienced the complete service process and recorded the process. Summarize the factors that affect users' trust in the web environment.

## Diagram / Design



## Conclusions & Future Work

On the basis of a good security strategy and excellent security technology, the website security strategy needs to be properly expressed, and some design techniques are used to eliminate users' doubts and shape the website's sense of security. When measuring user experience and product security, security should not be ignored in the pursuit of user experience, nor should security be considered at the expense of user experience. In the future development, when monadd needs to serve different regions (different countries), it is necessary to pay attention to users' views on private information and user habits under different cultural backgrounds, people's sense of control and sensitivity to privacy, and the impact of personal network environment and social environment, At the same time, it will change with the change of personal identity characteristics. Therefore, the future of this design requires continuous user research to adapt to changing user needs and establish a stable user research model.