

Privacy Experience in the Smart Grid User Interface

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Privacy in the Smart Grid User Interface

- Factors for smart grid trust and acceptance

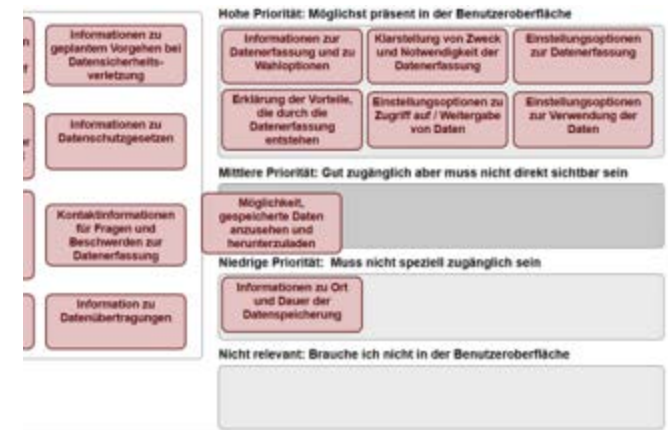
Our focus

- Benefit communication in the UI
- Privacy communication in the UI
- Customer relationship management
- Expectations about privacy and trustability (based on previous experiences)
- Trust in the service provider
- Actual security of the technology
- ...

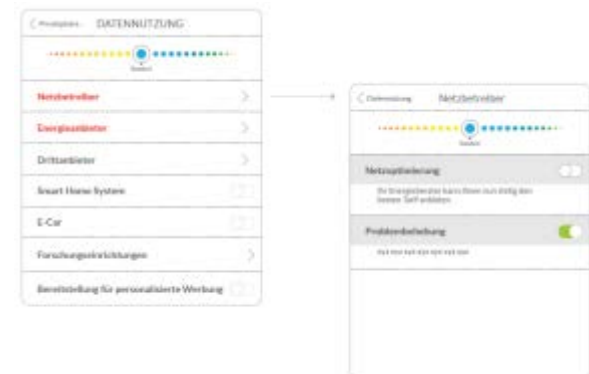
- Our approach:

1. Deeply understand user motivations
2. Derive interaction design
3. Measure acceptance and trust
4. Iterate and improve

Cardsorting: Determining priorities for privacy communication



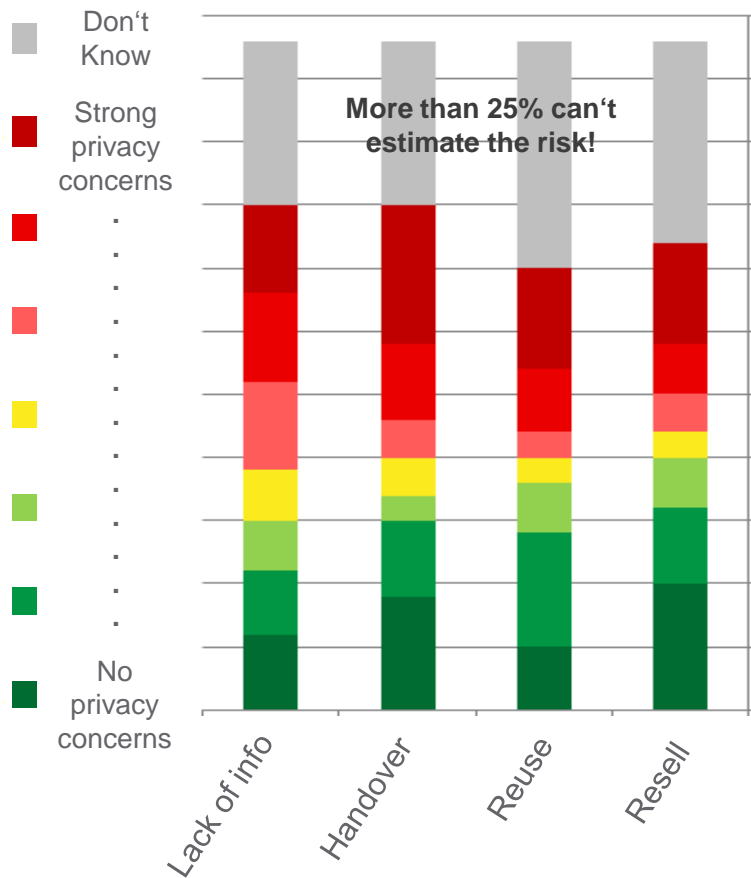
Prototyping: Concepts for privacy communication



Privacy in the Smart Grid User Interface

Insights from recent research

**High ratio of insecure users.
Good design can have an impact!**



**Privacy communication
in the user interface**

1. Don't hide **information on privacy** in the user interface!
2. Provide easy means for **control of data** (data access, deletion, transfer)!
3. Make data **transparent to users** (storage, flows)!
4. Look at the **RASSA best practice UI example for reference!** (details available upon request)

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your ingenious partner

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