

Why User Data is about more than Forms

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Introductions

- Web developer @ Sky Leeds
- They/them pronouns
- @kitation
- hello@kitation.co.uk



<https://www.flickr.com/photos/jamescridland/613445810>



PLAYLIST

twit

Discover Weekly

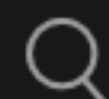
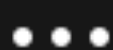
Discover Weekly

Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you. Updated every Monday, so save your favourites!

Created by: Spotify • 30 songs, 2 hr 28 min

PLAY

FOLLOWING



Filter

Download



SONG

ARTIST



Fragments

EXPLICIT

an Unkindness

6 days ago



Bullet With My Name

Psychework

6 days ago



Quote Unquote

EXPLICIT

Mr. Bungle

6 days ago



Ignition

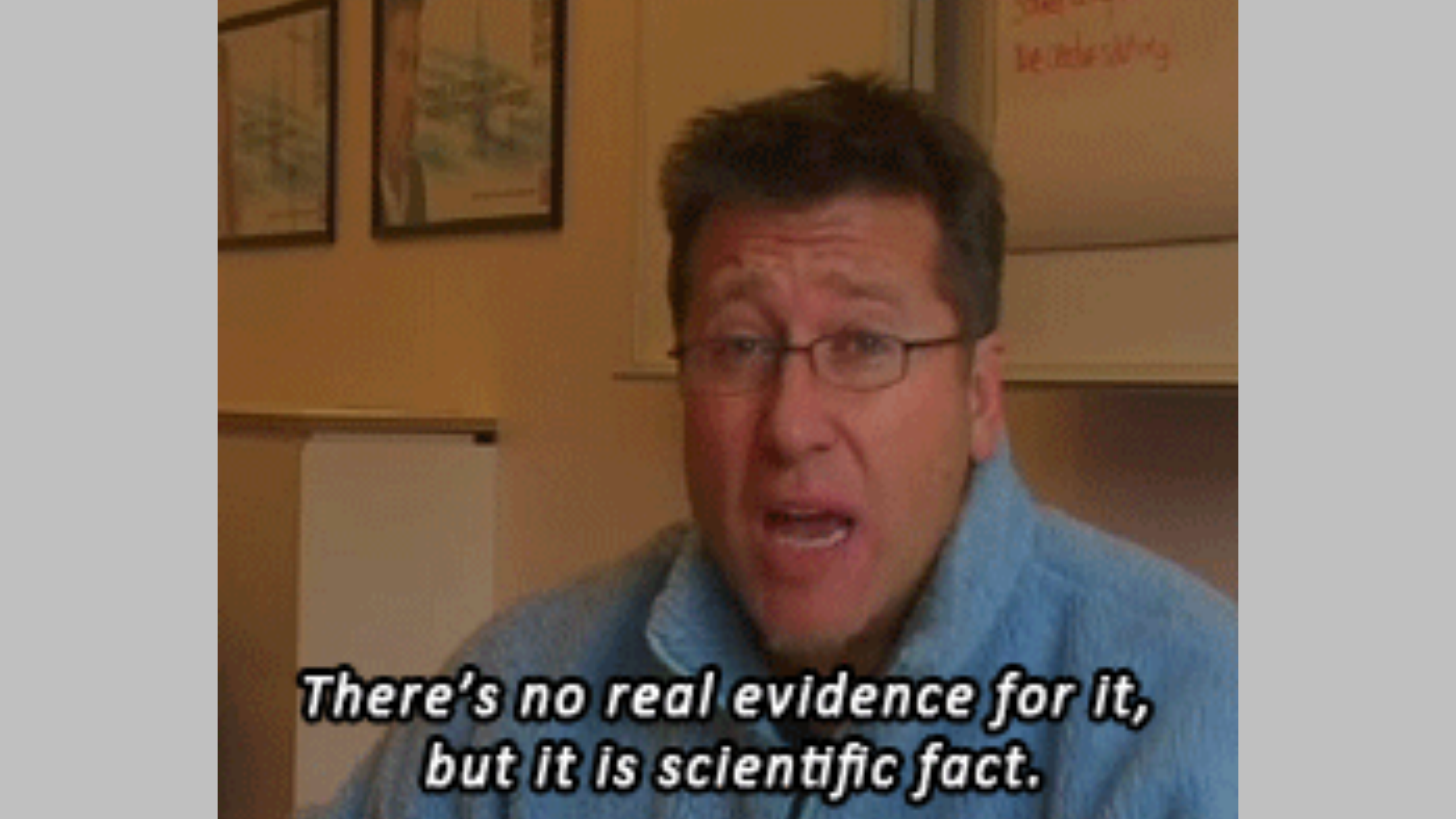
Anaria

6 days ago

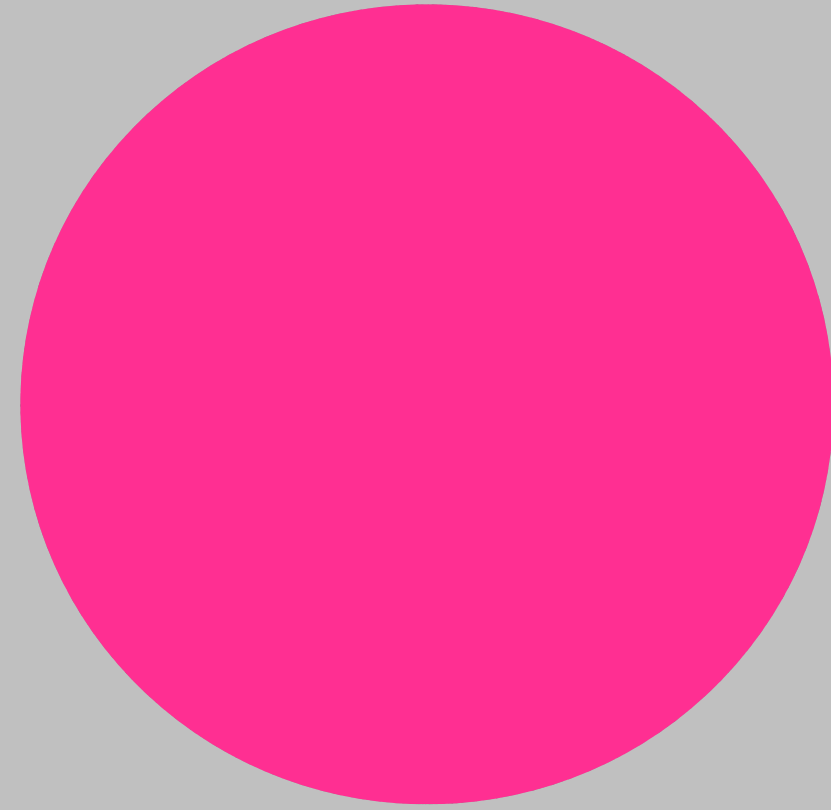
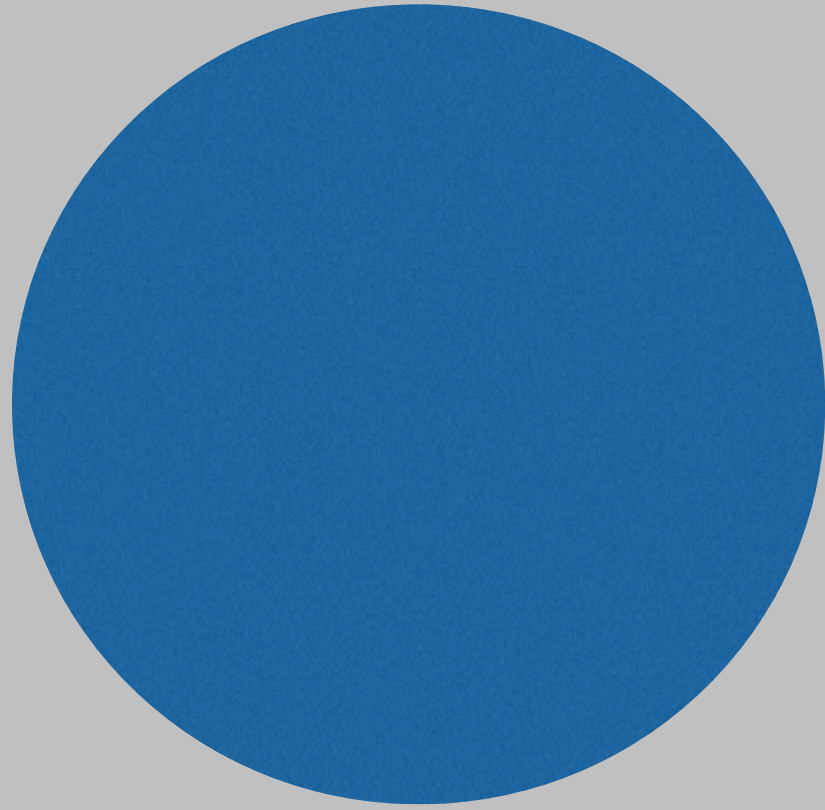
All
ASSUMPTIONS
are
WRONG

All
FACTS
are
RIGHT

All
ASSUMPTIONS
are
RIGHT

A man with short brown hair and glasses, wearing a light blue button-down shirt, is speaking with an expressive, slightly open-mouthed face. He is in a classroom or office setting. In the background, there are two framed posters on the wall to the left and a whiteboard with some red writing to the right. The lighting is warm and indoor.

***There's no real evidence for it,
but it is scientific fact.***



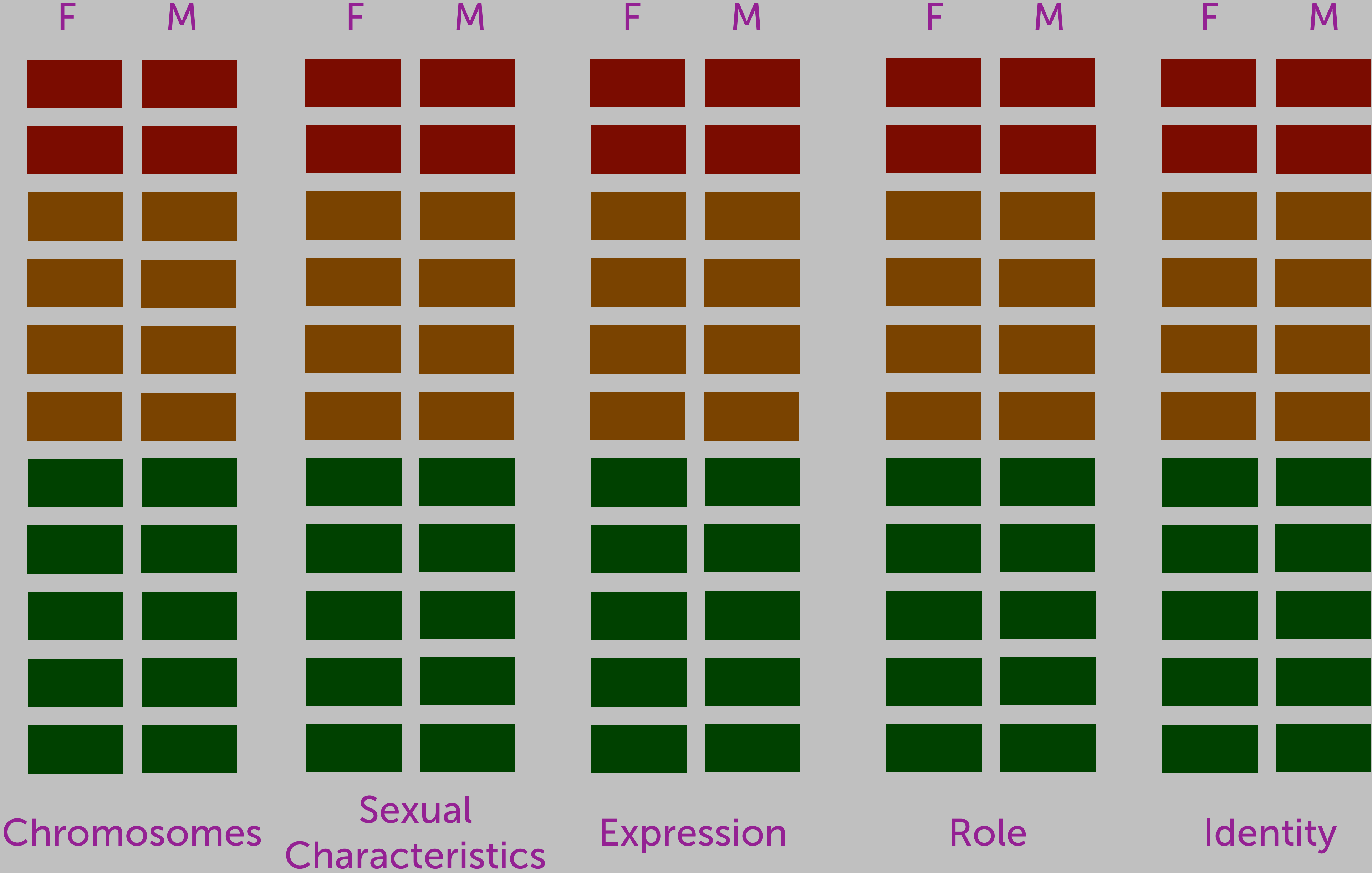
Gender

✓ Select One

Male

Female

The Gender Spectrum Analyser



What does this mean for you?

- Your data about me is wrong
- Your assumptions about me based on that data are wrong
- I won't use your service
- I'll tell my friends not to use your service

What does that mean for me?

- Your assumptions can hurt me
- When your data is leaked, consumers of that data can hurt me
- Data is connected

HELLO
my name is

☆ Hello my name is

my name is

my name is

my name is

Name

Title

First Name

Middle Name

Surname

Name

Title

First Name

~~Middle Name~~

Surname

“Stop asking about titles!”

—me

“Allow Mx as an option!”

–also me

Name

~~Title~~

First Name

~~Middle Name~~

Surname

'Facts' about surnames

- Everyone has one and only one
- Your surname comes from husband or father
- Surname, last name and family name are all the same thing

Facts about surnames

- Portuguese has multiple surnames
- In the UK, there is no legal obligation to give your children your surname
- In Quebec, you cannot change your surname, even after marriage
- In Japan, you say the surname first

Name

~~Title~~

First Name

~~Middle Name~~

Surnames

Name

~~Title~~

First Name

~~Middle Name~~

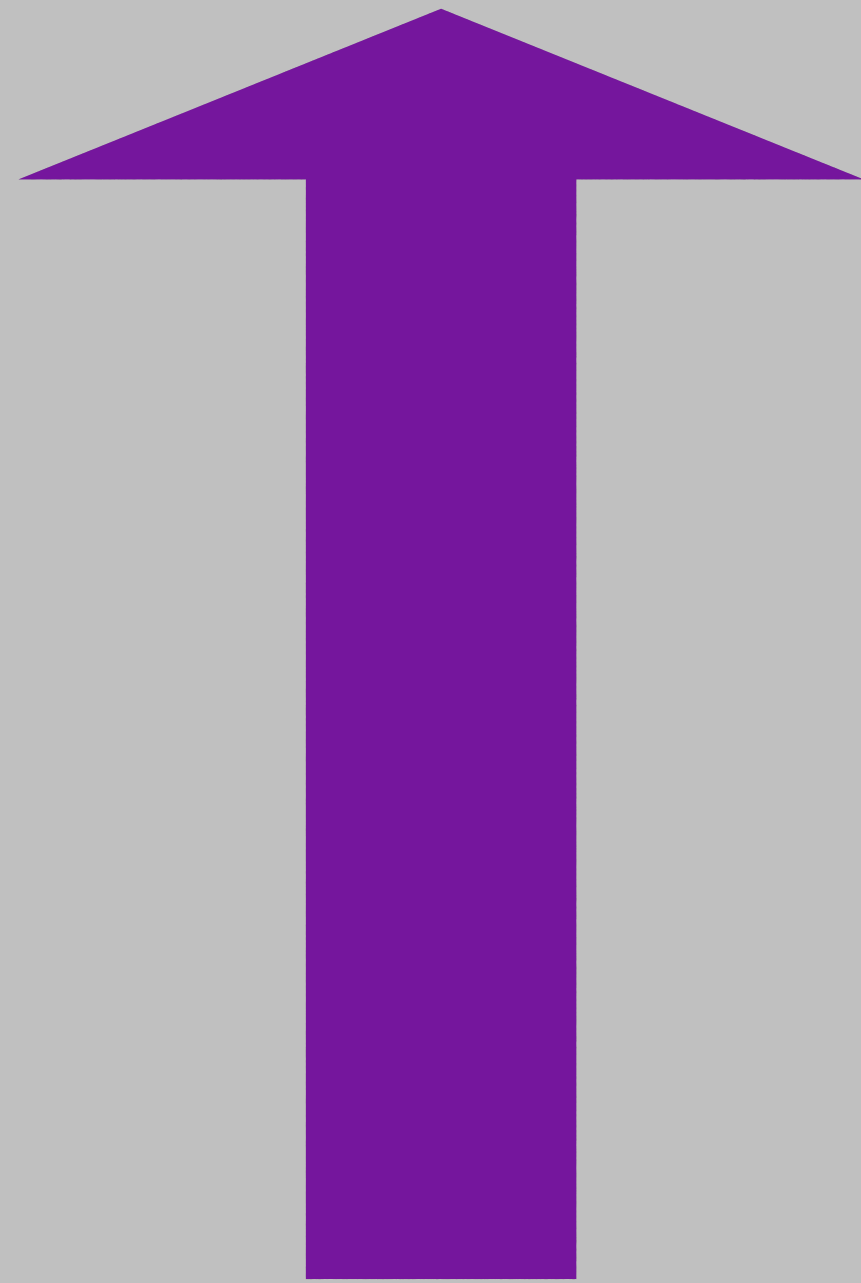
Surnames

DESIGN FOR REAL LIFE

by **ERIC MEYER & SARA WACHTER-BOETTCHER**



Stress Persona!



Impact

Frequency



Question Everything?

- Who needs this?
- Why do they need it?
- Do we need it, or just want it?
- What happens if this data is wrong?

Ask people!

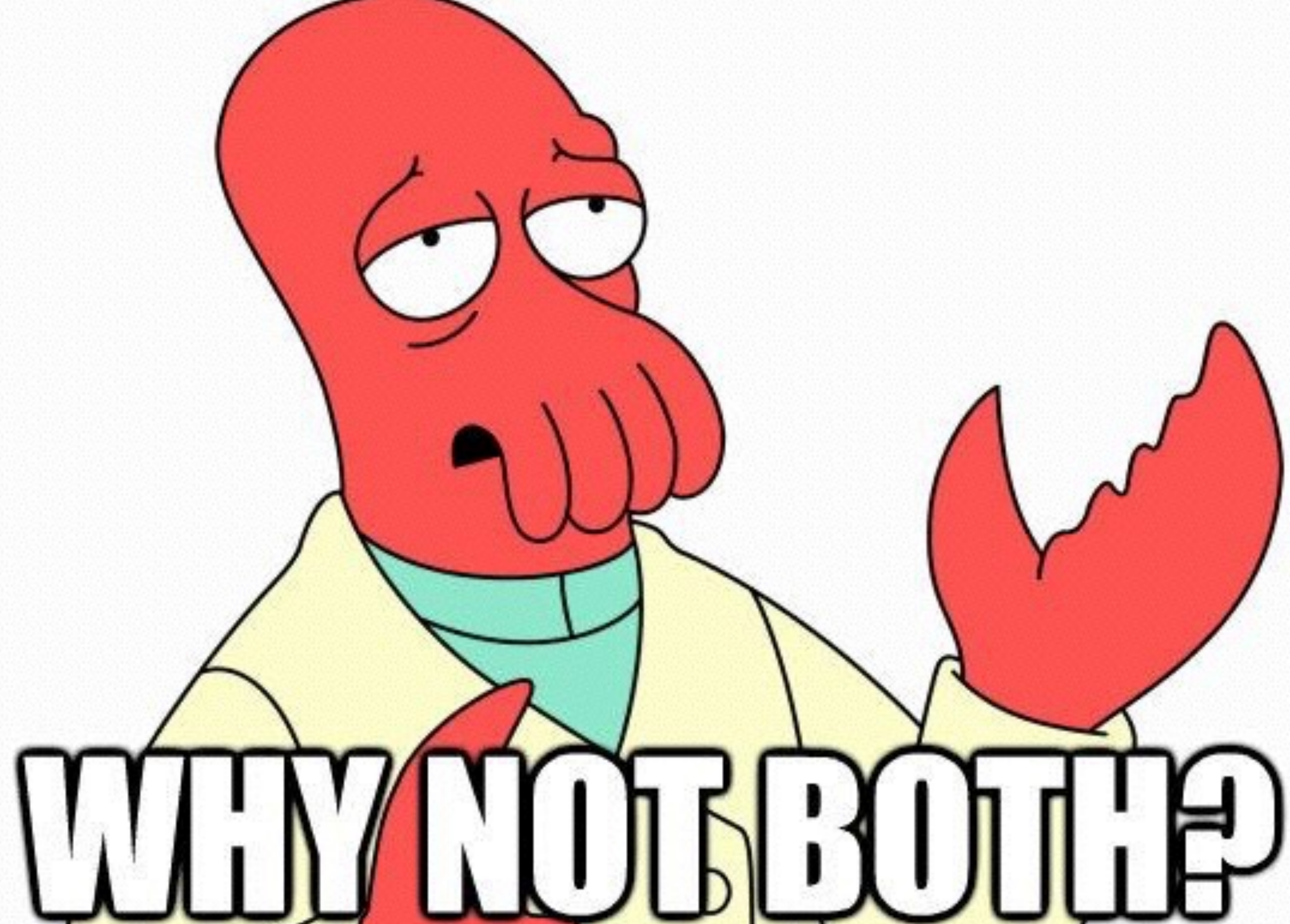
- Security
- Communities
- People know who they are, you don't

Be flexible

- People may need to change their information with you often
- Allow space for extra options in the future

Oh yeah, forms

- Users love text fields
- Developers and analytics like discrete values



Gender

Custom

Gender

 Friends

non-binary x gen

Which pronoun

Neutral: "Wish

Your preferred p

Save Changes

gender fluid

gender neutral

gender nonconforming

gender questioning

gender variant

genderqueer

agender

bigender

cisgender

cisgender female

Your responses to these questions will be kept private

Why do we ask for this info 

Birth Month and Year

- Month - 

- Year - 

Gender

☐

Male

☐

Female

☒

Country

- Country -



YOUR PROFILE

Full name

What should we call you? (for example, when we send you mail?)

I am not invalid

- “Invalid” is not a common word
- If users don't fit the system, help them to make informed inputs
- “Your name is invalid” -> “We can only accept names without spaces”

Is everything we know
WRONG?

Everything we know is
INCOMPLETE

It's our job to
FIND OUT

Thank you!

- hello@kitation.co.uk
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