

October 21–26, 2020

# uXperience | Think Privacy

The **uXperience | Think Privacy Design Jam** will bring together Jammers to create a Privacy-Conscious Design Solution that brings people together. Think Privacy will deliver five days of pre-recorded and live content with four days of team action. Think Privacy will harness the power of experts to guide Jammers in developing a privacy-conscious design toolset. Participants can register as Jammers in teams of five to participate in the design challenge or join individually as Guests to partake in the talks and speakers' Q & A sessions.

#privacytogether

“How might we connect people and create a sense of ‘togetherness’ while protecting everyone’s privacy?”

**Themes: Connecting people together, privacy-conscious design**

## Design challenge

Create a privacy-conscious product, system, or service that reduces the negative impact of the physical and mental barriers that people face during physical distancing to make them feel loved, supported, or connected—research, design, prototype, and pitch a solution to this challenge.

## How this challenge should be approached

- You can focus on any target audience that is impacted by the pandemic, anywhere in the world.
- Your solution can either be a privacy-aware design (e.g., any design solution that adapts the privacy-by-design framework), or a privacy-centric product (e.g., privacy-enhancing technology). Potential domains include but are not limited to technology, design, policy, communication, and education.
- Consider how your solution could help to support the desire to stay connected with other like-minded people to achieve a common goal. For example, how can social activism groups or under-represented communities work together towards change while adhering to safety requirements?

Consider the privacy-by-design principles

1. Proactive not reactive
2. Privacy as default
3. Embed into design
4. Full functionality
5. End-to-end security
6. Visibility + transparency
7. Respect for privacy

