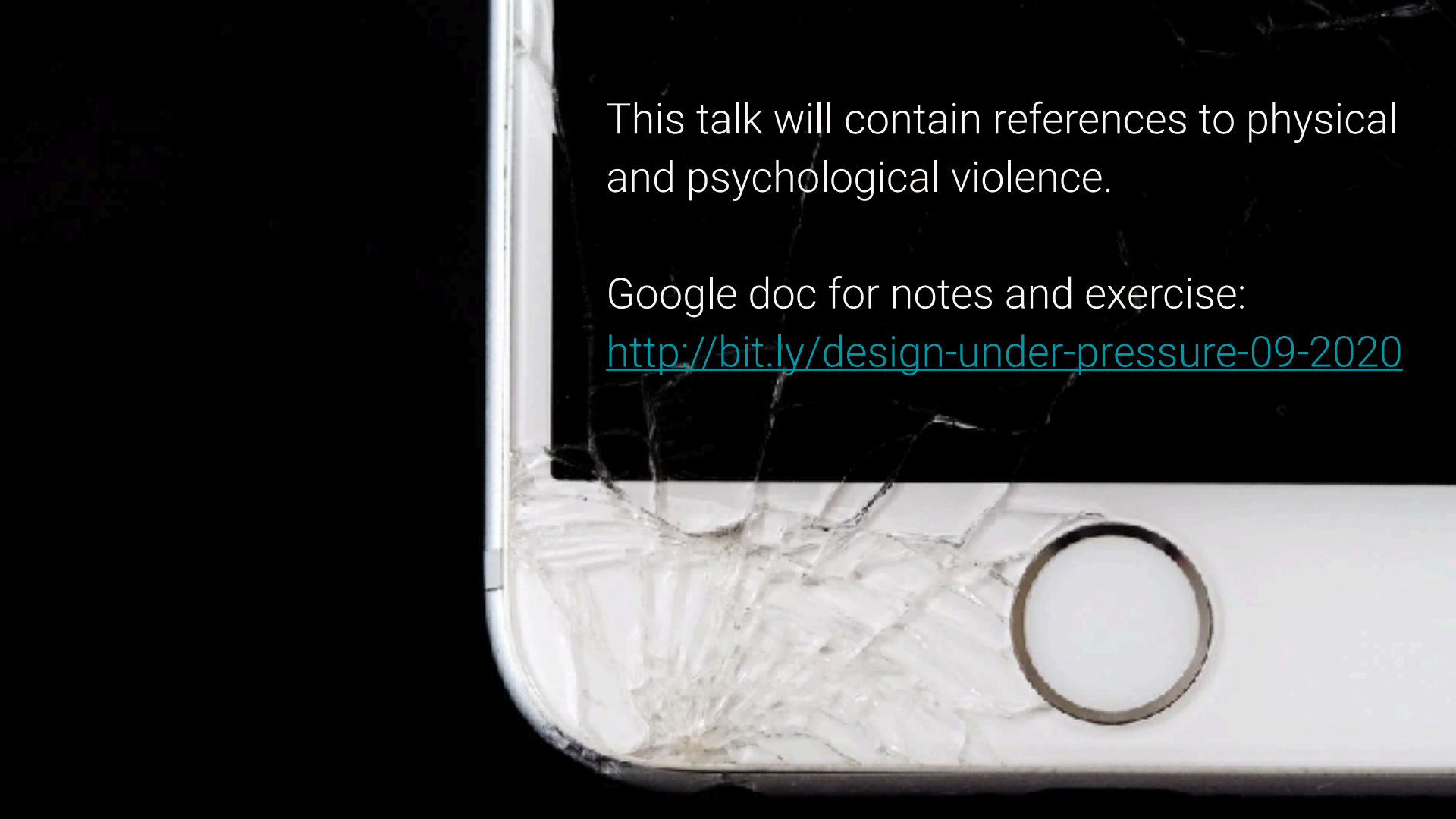


This talk will contain references to physical and psychological violence.

Google doc for notes and exercise:
http://bit.ly/design-under-pressure-09-2020

DESIGN UNDER PRESSURE

Molly Wilson
Senior Designer and Researcher, Simply Secure
Berlin, DE

World Interaction Design Day // 29 September 2020

#designunderpressure

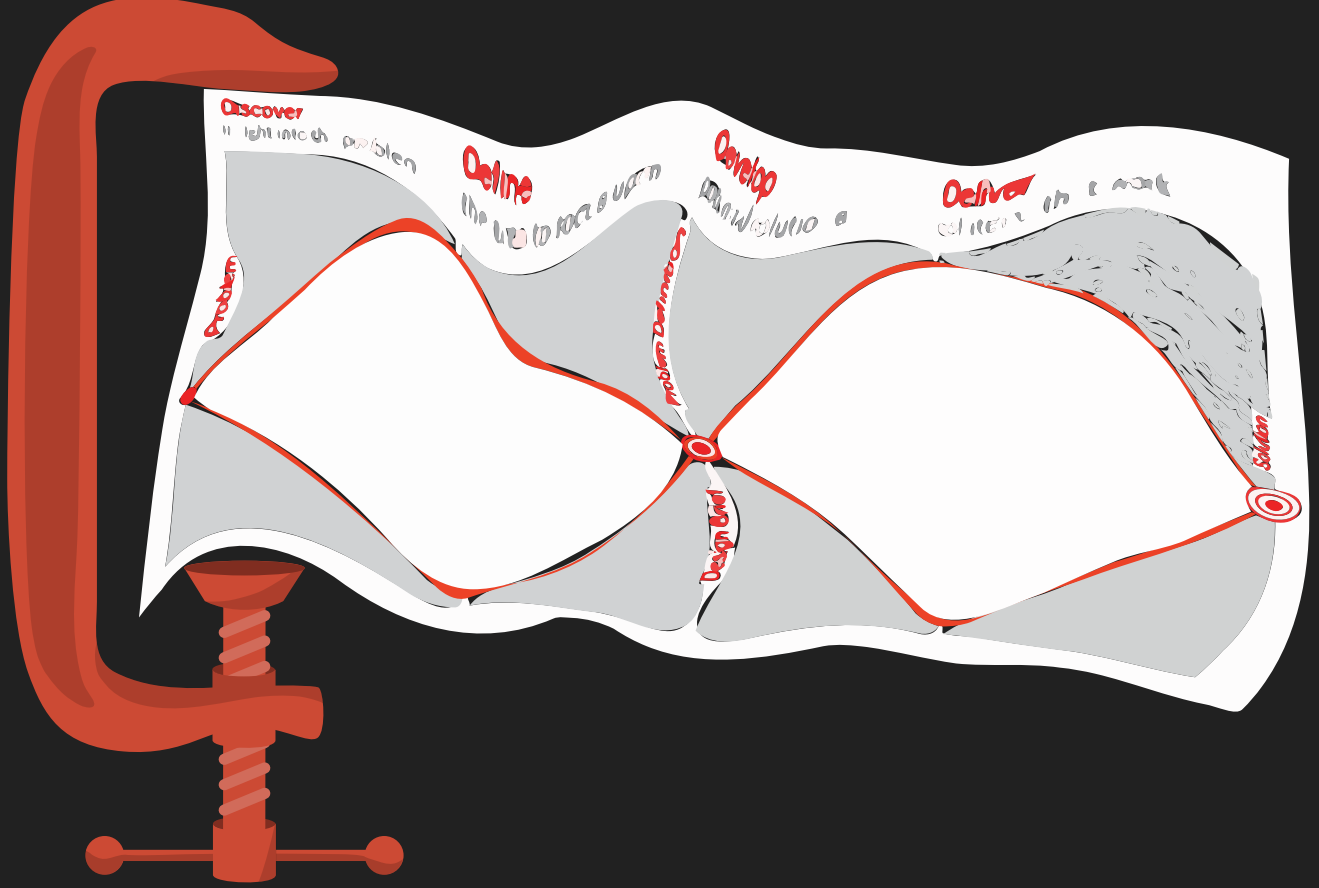
ABOUT SIMPLY SECURE

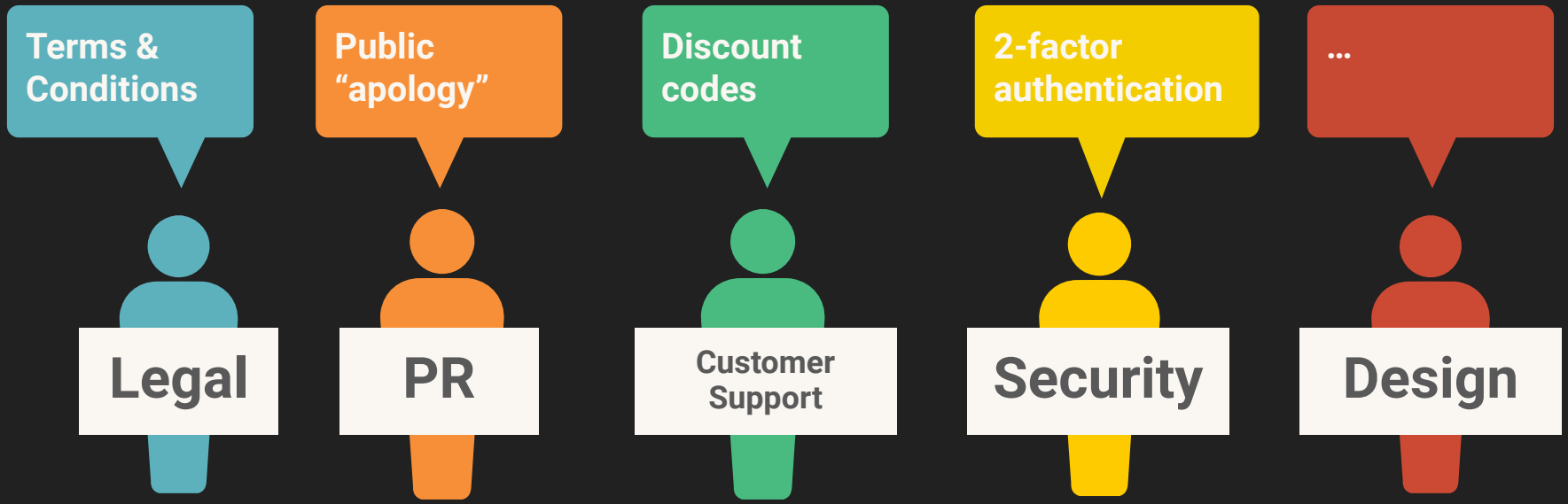
Simply Secure (http://simplysecure.org) is a design nonprofit based in Berlin and NYC, founded in 2014.

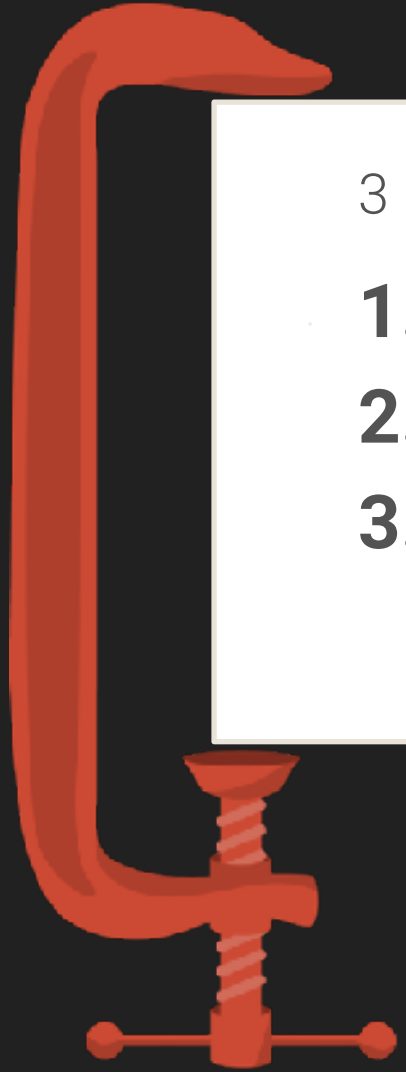
We design and support responsible technology that enables human dignity.

We offer design and strategy support for:

- Open technology tools
- Privacy, security, decentralization, transparency, human rights tools
- Nonprofits working in and around technology

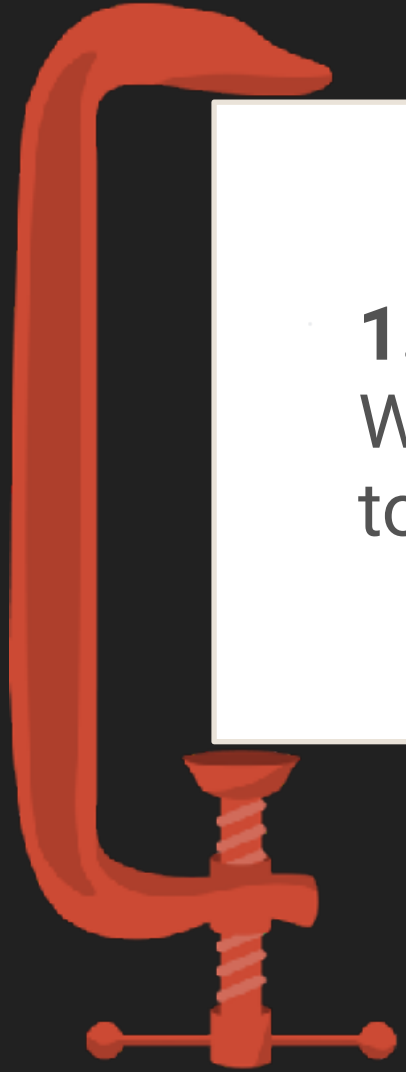

Discover
Define
Develop
Deliver
Problem
Problem Definition
Design Brief
Solution


Terms & Conditions
Public “apology”
Discount codes
2-factor authentication
...
Legal
PR
Customer Support
Security
Design



3 KEY CONCEPTS

1. **Stress cases**
2. **Threat modeling**
3. **Persona non grata**



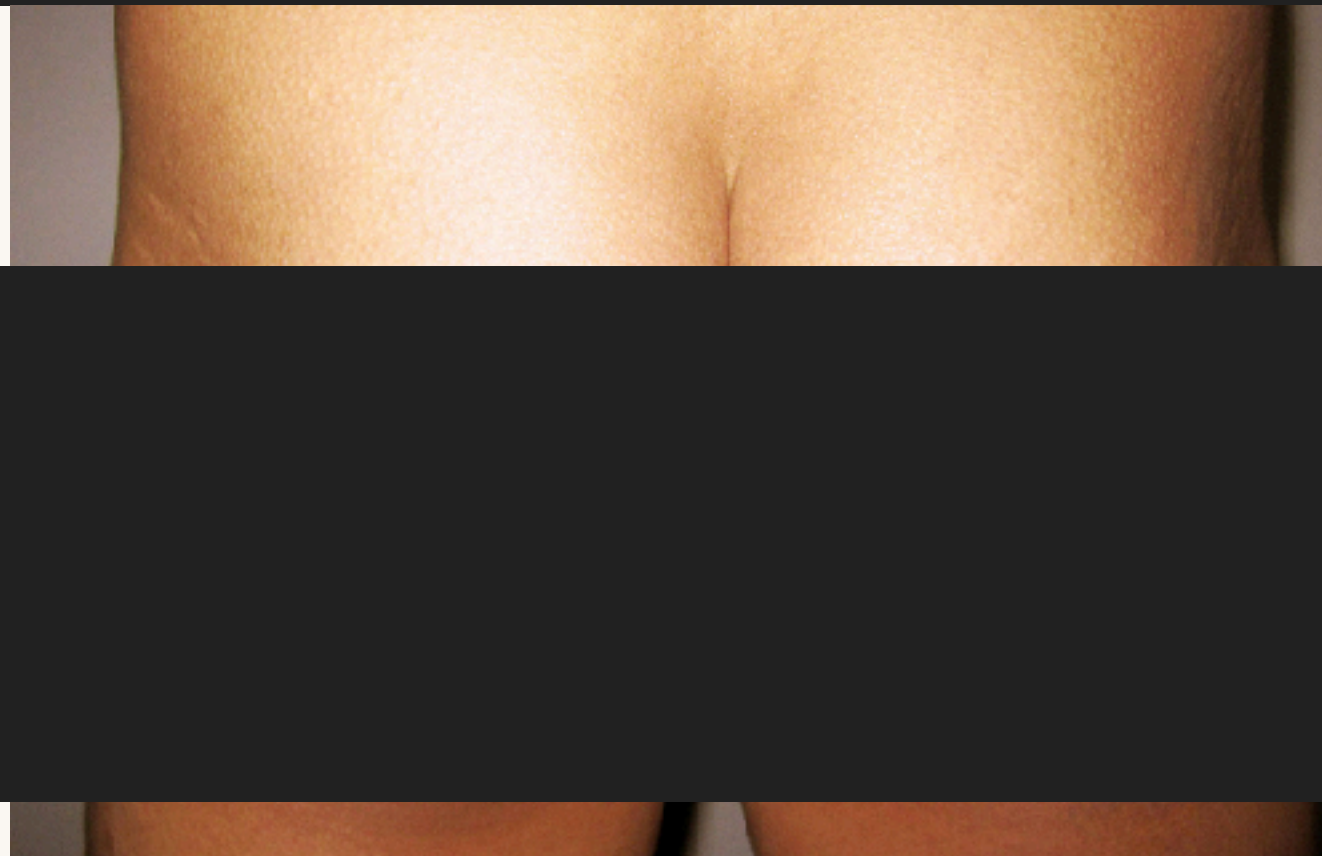
1. Stress cases

When extreme conditions lead to unintended situations

ZOOM

“Let’s make videoconferencing quick and easy.”

- 4 April 2020: Charlevoix, Michigan (population 2513) city council meeting interrupted with pornography and racial epithets



Images: Petoskey News-Review; Wikipedia

ZOOM CONT.

- Features to prevent zoombombing do exist, but…
  - They're not on by default
  - They're hard to find
  - They need explanation
- Is every city council member supposed to know this?

Image: Anderson Ed Tech

FACEBOOK

“Let’s help people collect and share meaningful moments in their lives.”

- In 2016, Eric Meyer’s daughter Rebecca died of a brain tumor at age 6
- Facebook showed him “memories” of her with happy graphics

Image: meyerweb.com

AIRBNB

“Let’s make it easy for people to post tourist accommodations online."

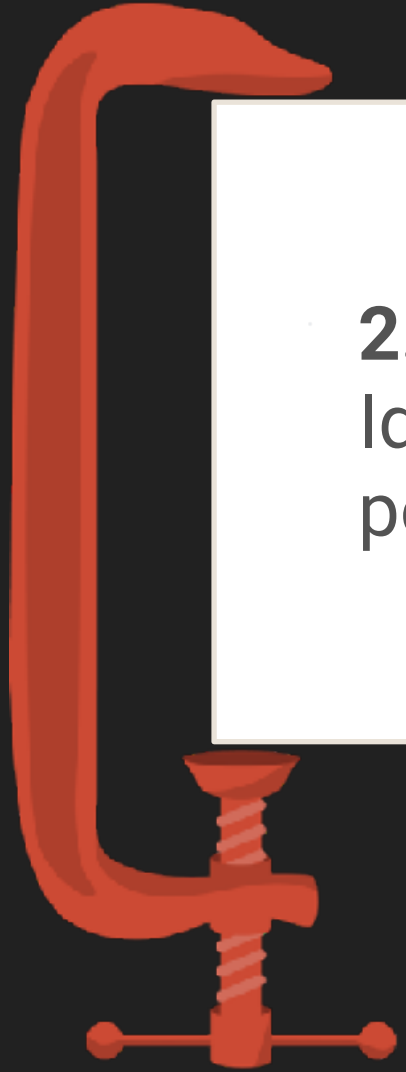
- Over 20,000 Airbnbs in Barcelona (2017)
- 20 million people/year come to Barcelona, a city of 1.6 million
- Rising rents, unlivable neighborhoods, residents’ quality of life declining

Images: Business Destinations, Geographical Magazine

EXTREME CONDITIONS

- Growth
- Adoption
- Publicity
- Urgency
- Demand
- Disaster
- Tragedy
- Psychological stress
- Unintended use cases
- …

Image: Amber Kipp



2. Threat modeling
Identifying and addressing potential harm to a person

What is this man doing?

Study the person

Study the context

What might go wrong?

Google how to secure computer

People also ask

How do I secure my home computer?

How can I secure my laptop?

How do I secure my computer from unauthorized access?

How can I secure my operating system?

Feedback

iag.me › tech › 10-tips-to-make-your-computer-more-s...

10 Tips to Make Your Computer More Secure

10 Tips to Make Your Computer More Secure. By Ian Anderson Gray | 51 | Last Updated November 12, 2019. barbed wire. Tweet154 · Share126 · Share27.

www.businessnewsdaily.com › ... › Security

How to Secure Your Computer From Hackers

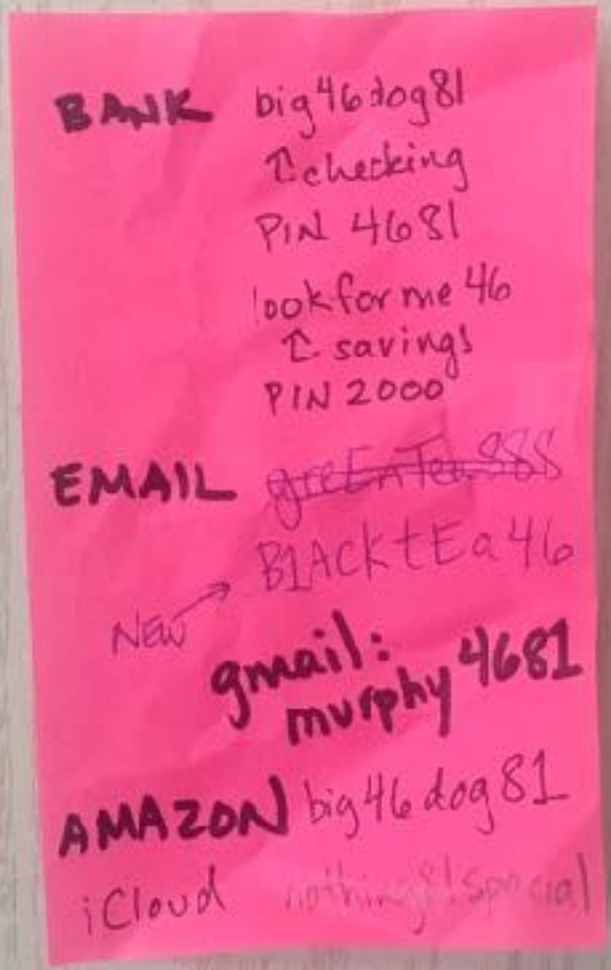
Jan 10, 2019 - 12 Ways to Secure Your Computer From Hackers. By Jackie Dove, Contributing Writer January 10, 2019.

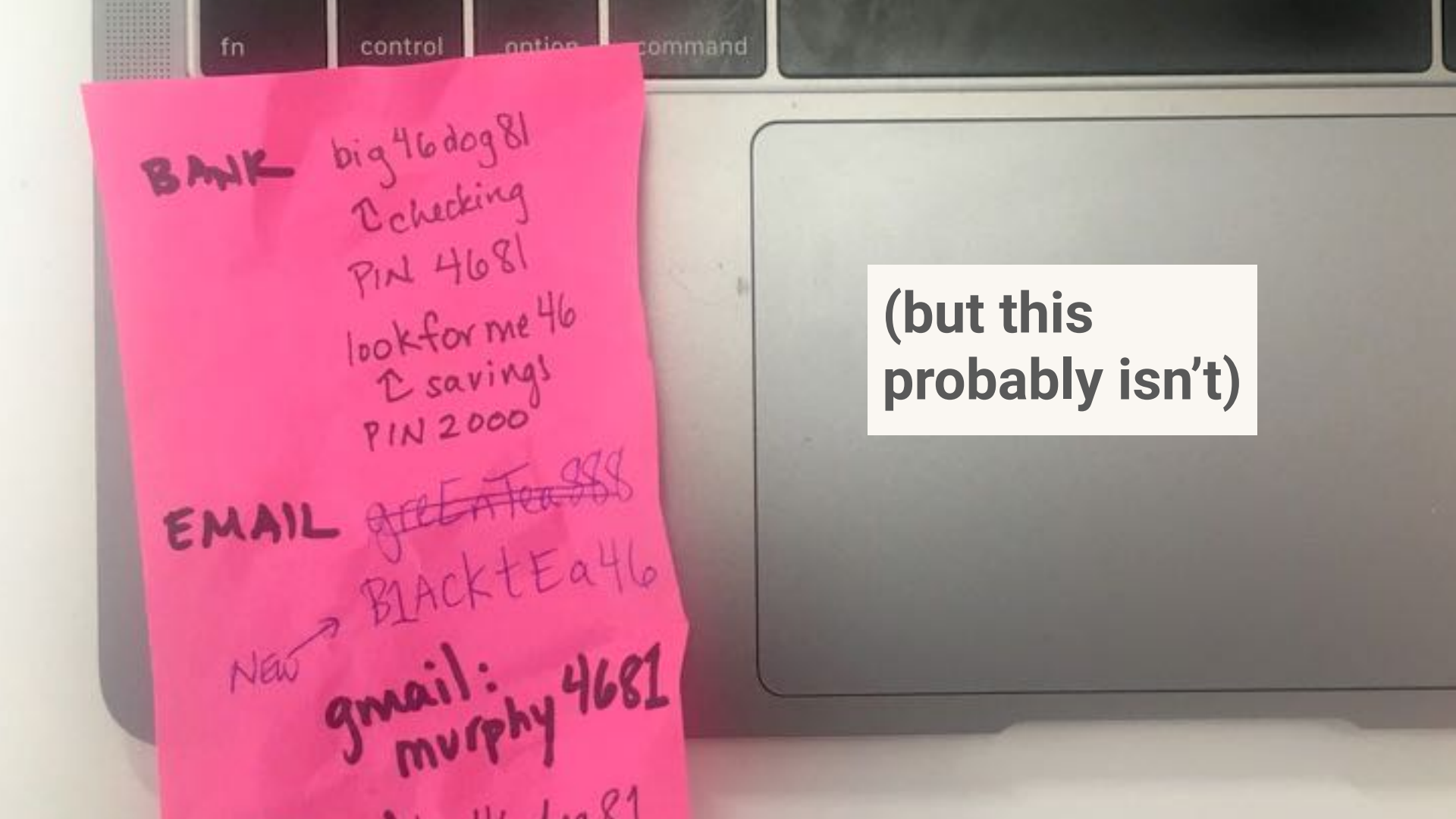
support.microsoft.com › en-us › windows-keep-your-c...

Keep your computer secure at home - Windows Help

Apr 6, 2020 - Tips to protect your computer. Use a firewall. Windows 10 and Windows 8 have a

This might be safe for some people



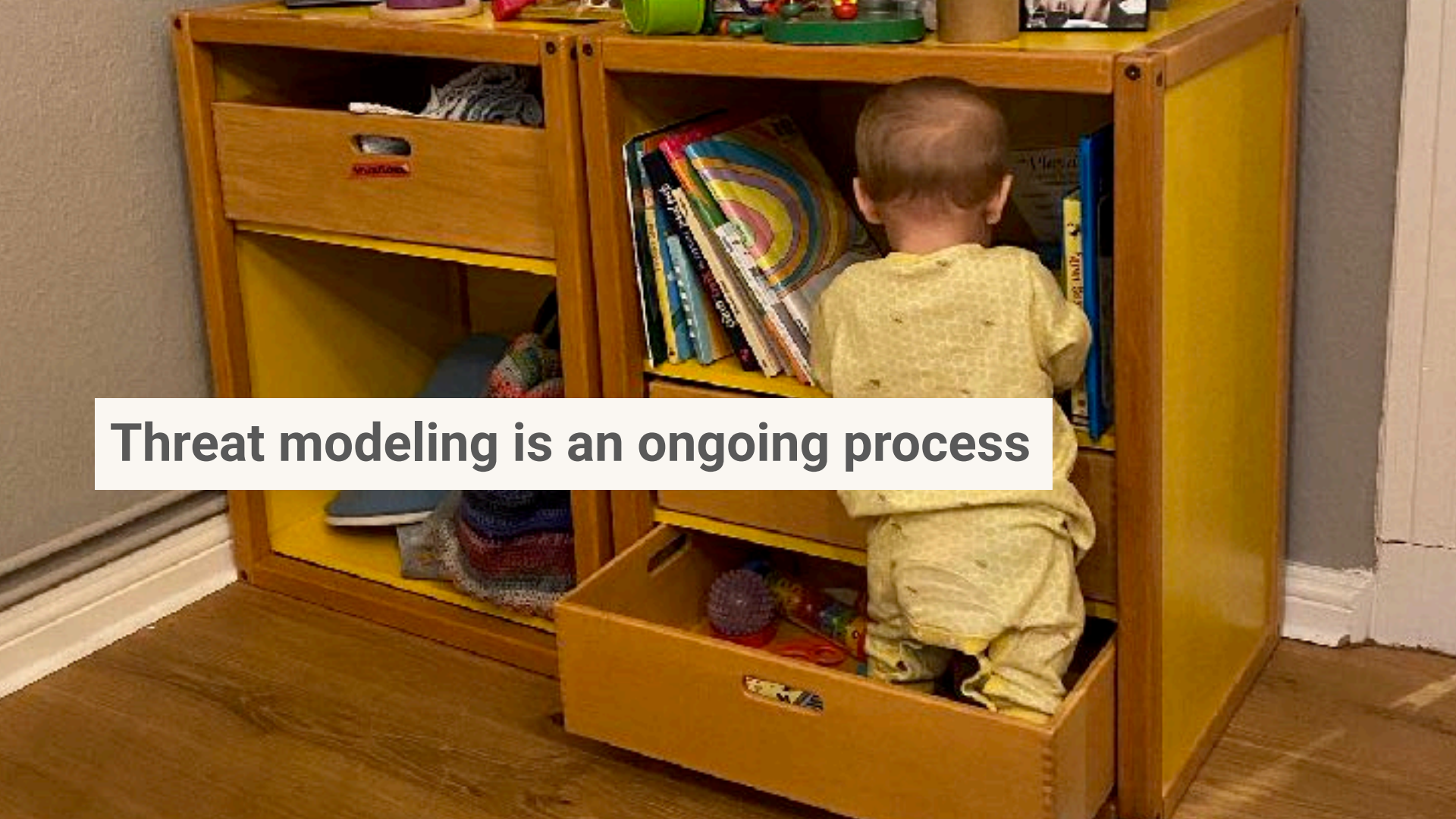


(but this probably isn't)

ASK ABOUT THREATS

- ~~What could hurt you?~~ *Too invasive and scary!*
- Is there anything that would help you feel safer? More confident?
- What sorts of things do you do to help yourself stay safe [in this context]?
- What advice do you give others to stay safe [in this context]?
- Is there anything here that looks like it might break easily?

Image: WOC In Tech


Threat modeling is an ongoing process

3. Persona non grata*
A user you don’t want

* After Cennydd Bowles, *Future Ethics*

This is the “unwanted person” you probably have in mind

PERSONAS NON GRATA

Stalker

Terrorist

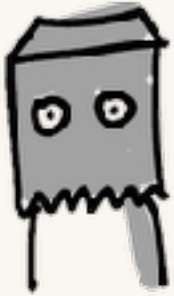
Surveillance

Truther

Abuser

Swarm

Prankster



Fraudster

Naïf

Opportunist

THE NAÏF

Doesn’t know the unwritten rules of how to behave in a certain context, and as a result ends up hurting themselves or others.

// A baby or pet locks someone out of their account permanently
// A kid buys $5000 of IAPs
// A excited new homeowner posts pictures of the keys to their house, as well as the address, on social media

THE OPPORTUNIST

Finds loopholes and workarounds within your business model, allowing them to make or save money in a way you don't want.

// Someone stockpiles medical supplies and sells them for a markup on your marketplace
// Someone uses your platform to post huge files for download
// Someone makes multiple accounts to trade discount codes

THE TRUTHER

Denies social, scientific, or legal consensus, playing on emotions and the multiplying power of virality to tell “the real story.”

// Posting that COVID-19 is a hoax, Kamala Harris isn’t eligible to run for US vice president, climate change is not caused by humans, Black Lives Matter protests are violent… you know what, let’s stop there

THE PRANKSTER

Disrupts or causes chaos for the sake of notoriety, money, pleasure, or power.

// Causing seizures with blinking images
// Abusing homeless people on video
// Inserting unlabeled, unwanted pornographic or violent images
// Making people think something bad has happened (house robbed, computer hacked, child died) when it hasn't

WHY NO “RACIST”?

Racist
Stalker

Racist
Terrorist

Racist
Surveillance

Racist
Truther

Racist
Abuser

Racist
Swarm

Racist
Prankster

Racist
Fraudster

Racist
Naïf

Racist
Opportunist

WHY NO “HACKER”?

Digital
Stalker

Digital
Terrorist

Digital
Surveillance

Digital
Truther

Digital
Abuser

Digital
Swarm

Digital
Prankster

Digital
Fraudster

Digital
Naïf

Digital
Opportunist

WHY NO “TROLL”?

“Joke”
Stalker

“Joke”
Terrorist

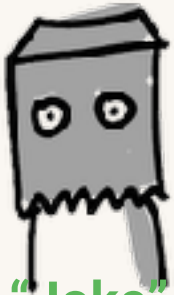
“Joke”
Surveillance

“Joke”
Truther

“Joke”
Abuser

“Joke”
Swarm

“Joke”
Prankster



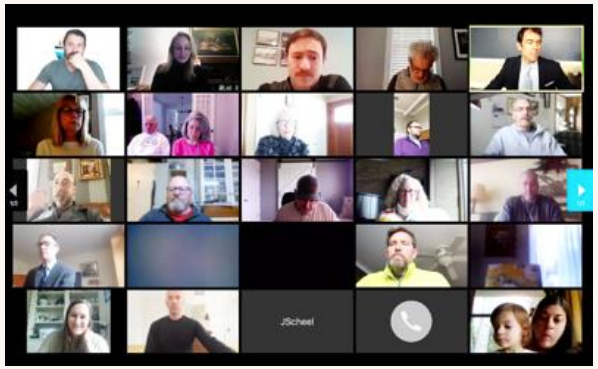
“Joke”
Fraudster

“Joke”
Naïf

“Joke”
Opportunist

THE SIMPLEST WAY TO USE THEM

Pick one.



Tell the story of a stress case.

Give meetings a security question instead of a password

Prevent it!

LET’S DO IT TOGETHER!

Stalker

Terrorist

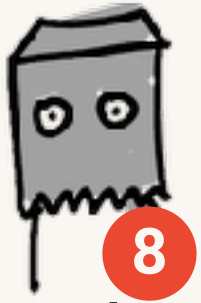
Surveillance

Truther

Abuser

Swarm

Prankster



Fraudster

Naïf

Opportunist

LET’S DO IT TOGETHER!

1

Spotify

2

Slack

3

Uber

4

Airbnb

5

Lieferando

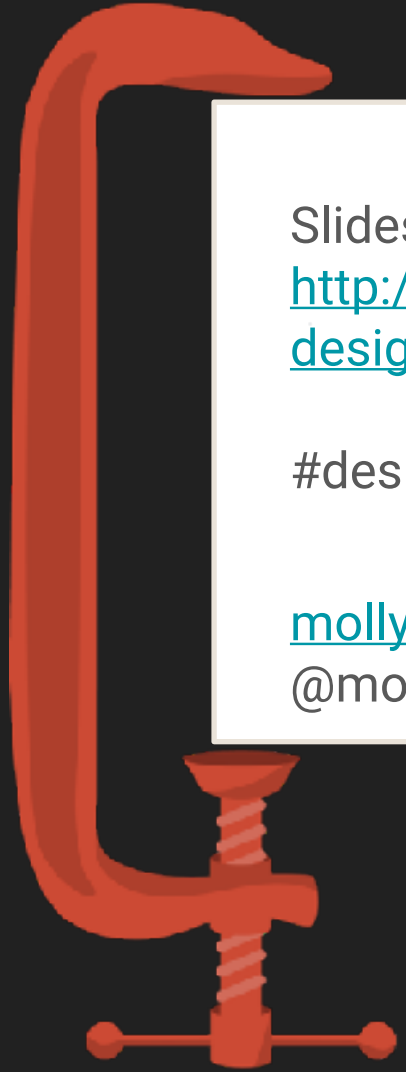
6

Zoom

“But we need to stay positive!”

In times of crisis, we must all decide again and again who we love.

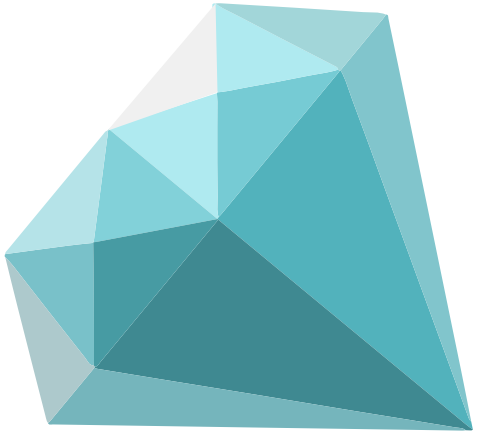
– Frank O'Hara, *Meditations in an Emergency*



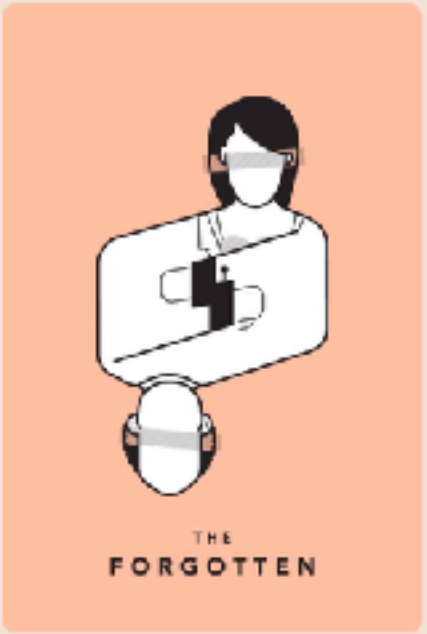
Slides and templates at:
http://simplysecure.org/designunderpressure

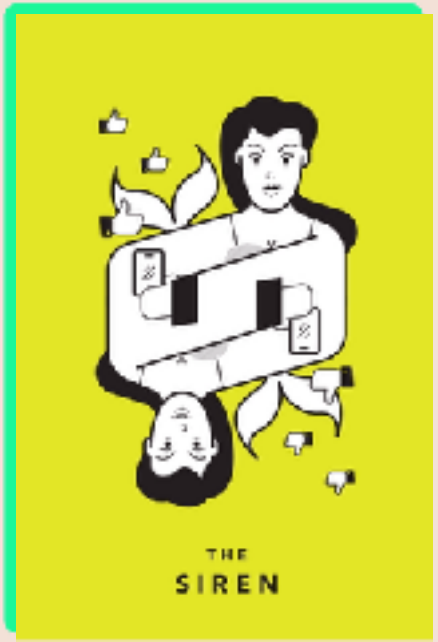
#designunderpressure

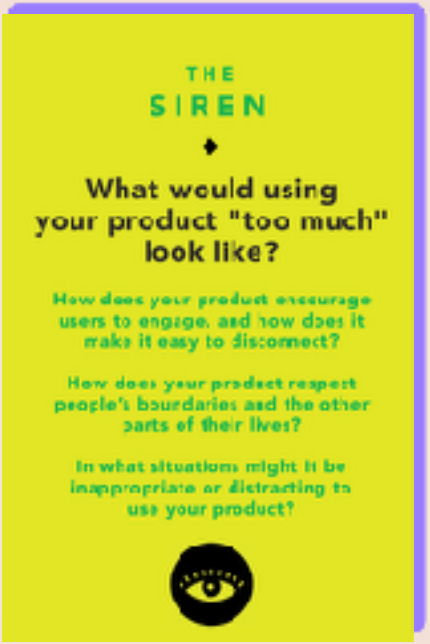
molly@simplysecure.org
@mollyclare



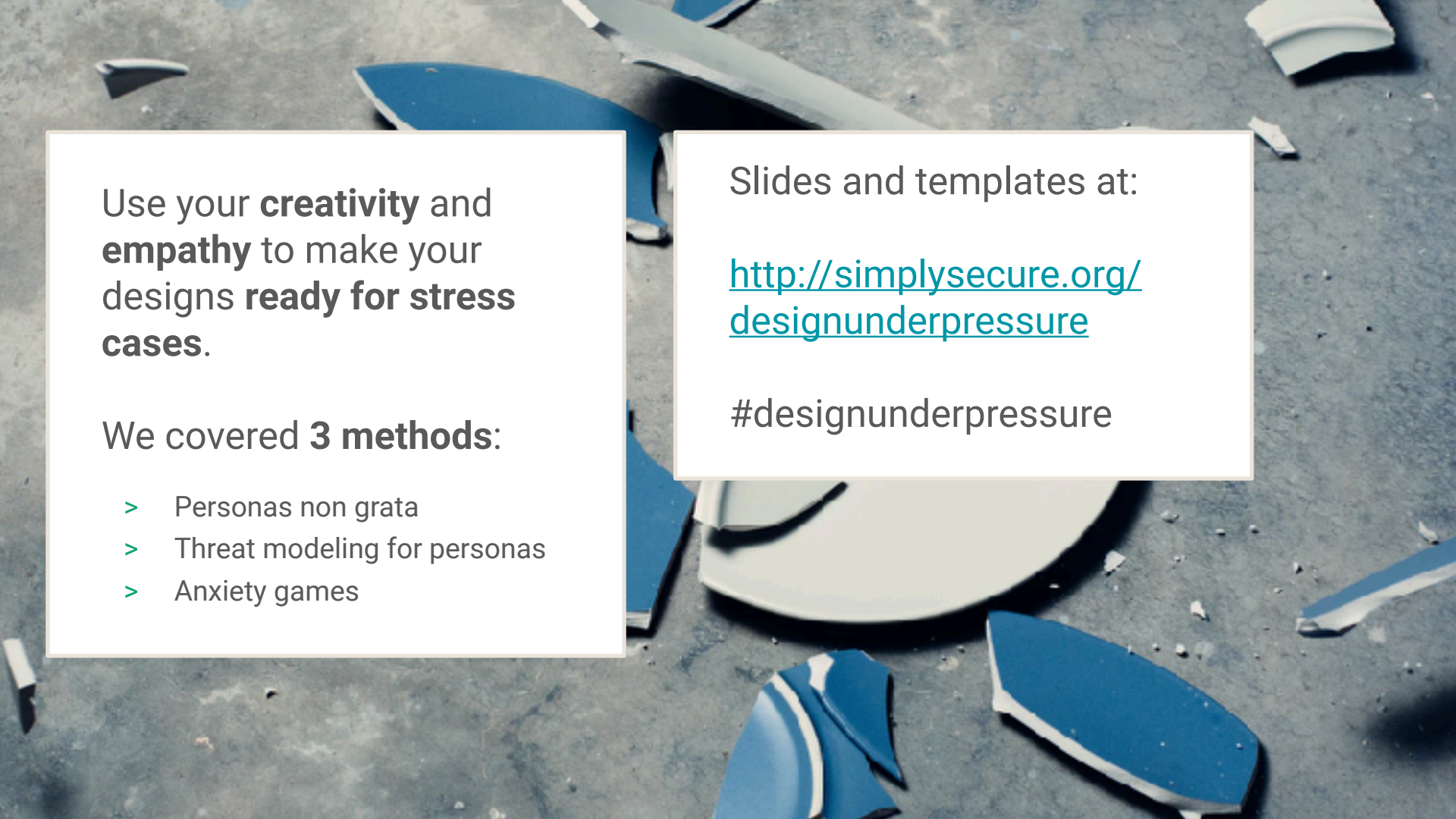
A MORE DETAILED TOOL







tarotcardsoftech.artefactgroup.com



Use your **creativity** and **empathy** to make your designs **ready for stress cases**.

We covered **3 methods**:

- Personas non grata
- Threat modeling for personas
- Anxiety games

Slides and templates at:

http://simplysecure.org/designunderpressure

#designunderpressure