This talk will contain references to physical and psychological violence.

Google doc for notes and exercise:
DESIGN UNDER PRESSURE

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#designunderpressure
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
Terms & Conditions
Public “apology”
Discount codes
2-factor authentication
Design
3 KEY CONCEPTS

1. Stress cases
2. Threat modeling
3. Persona non grata
1. Stress cases
When extreme conditions lead to unintended situations
4 April 2020: Charlevoix, Michigan (population 2513) city council meeting interrupted with pornography and racial epithets.
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?
“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?
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?

10 Tips to Make Your Computer More Secure

How to Secure Your Computer From Hackers

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 built-in firewall.
This might be safe for some people
(but this probably isn’t)

BANK
big 46 dog 81
\{ checking
PIN 4681
look for me 46
\} savings
PIN 2000

EMAIL
GREEN Tea 4681
BLACK Tea 46

NEW
gmail: murphy 4681
numelix 4681
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?
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
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”?
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!

1. Stalker
2. Terrorist
3. Surveillance
4. Truther
5. Abuser
6. Swarm
7. Prankster
8. Fraudster
9. Naïf
10. 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

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A MORE DETAILED TOOL

[Image of tarot cards]

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

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