PRODUCT CONCEPT

Launch a product analytics setting

Compare a default tracking notice with a voluntary choice and explicit data controls.

Decision question
Which analytics rollout should the product team take into usability research?

Study objective
Prepare a rollout decision using usability evidence and a precise data-use explanation.

Hypothesis to check
A voluntary setting with visible controls may alter trust and the salience of privacy.

Decision owner
Product lead and customer trust team

BASELINE

Baseline

Modeled acceptance **47 / 100**

Modeled risk **34 / 100**

The software company will enable product analytics for all workspaces. It will collect personal data about feature use and keep it for 24 months. Administrators can ask support to turn analytics off. The company says these data will help prioritize product improvements.

ALTERNATIVE

Opt-in with a visible retention control

Modeled acceptance **51 / 100**

Modeled risk **30 / 100**

The software company will offer a voluntary product analytics setting that starts off. Workspace administrators may opt in, see the exact events collected, choose a 30-day data retention period and delete stored events. The company will publish a summary of product improvements informed by these events. The existing subscription price and service access stay the same.

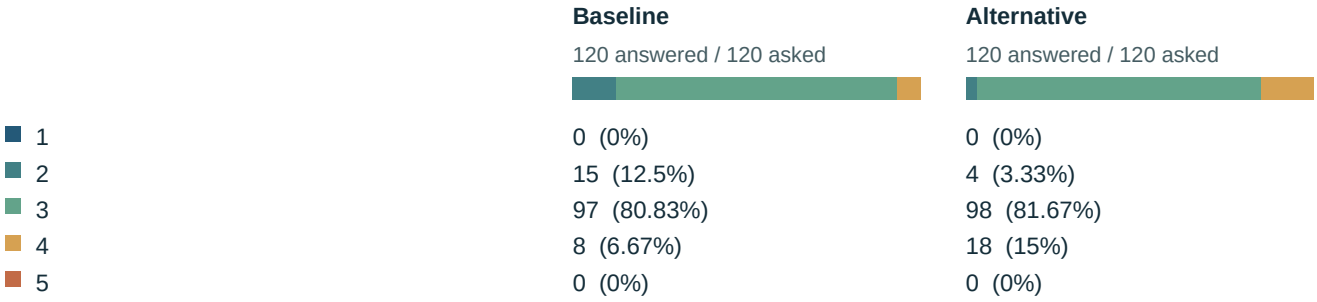
Fictional worked study computed from an authored audience. Results describe generated cases and heuristic scenario scores. The two versions share their audience and seed. Human fieldwork is proposed and has not been performed for this example.

Survey response distributions

120 generated cases per version. Shares use substantive answers to each question. Human respondents: 0.

QUESTION 1

The product analytics setting described here is acceptable.

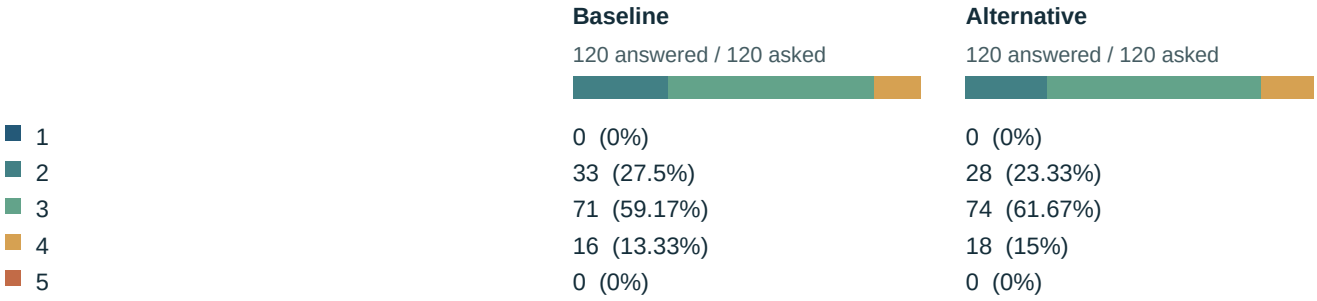


	Baseline 120 answered / 120 asked	Alternative 120 answered / 120 asked
1	0 (0%)	0 (0%)
2	15 (12.5%)	4 (3.33%)
3	97 (80.83%)	98 (81.67%)
4	8 (6.67%)	18 (15%)
5	0 (0%)	0 (0%)

21 changed across 120 answered pairs. 0 pairs excluded. Distribution distance 9.17 pp.

QUESTION 2

I trust the software company to follow the data controls described here.

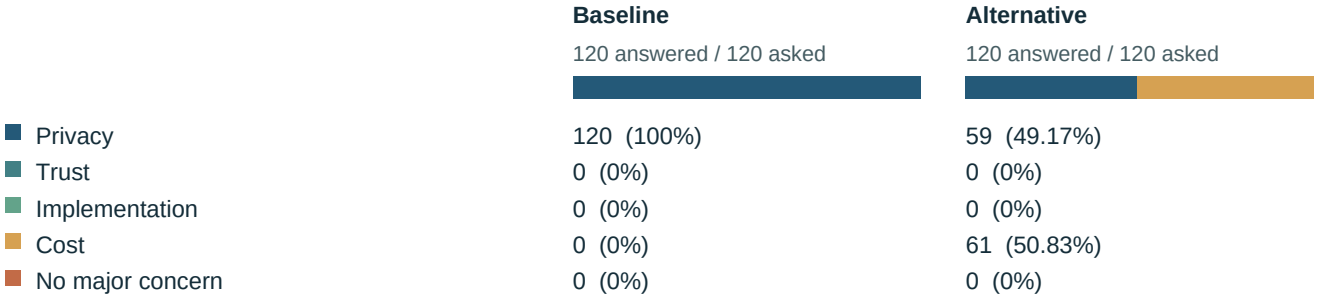


	Baseline 120 answered / 120 asked	Alternative 120 answered / 120 asked
1	0 (0%)	0 (0%)
2	33 (27.5%)	28 (23.33%)
3	71 (59.17%)	74 (61.67%)
4	16 (13.33%)	18 (15%)
5	0 (0%)	0 (0%)

7 changed across 120 answered pairs. 0 pairs excluded. Distribution distance 4.17 pp.

QUESTION 3

Which factor most shapes your reaction to this setting?



	Baseline 120 answered / 120 asked	Alternative 120 answered / 120 asked
Privacy	120 (100%)	59 (49.17%)
Trust	0 (0%)	0 (0%)
Implementation	0 (0%)	0 (0%)
Cost	0 (0%)	61 (50.83%)
No major concern	0 (0%)	0 (0%)

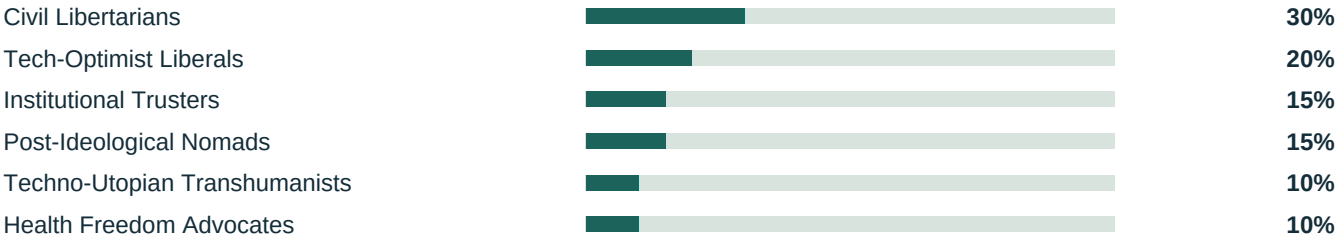
61 changed across 120 answered pairs. 0 pairs excluded. Distribution distance 50.83 pp.

Audience and context graph

Authored shares and scenario links define the exercise. Field evidence is addressed separately.

New and returning software users

Illustrative US cloud software customer base



Who to recruit

Recruit new users, long-time customers, workspace administrators, and people who previously changed a privacy setting.

Evidence to collect

In a consented usability session, have users find their current setting and explain what changes when they opt in. Measure task completion separately from stated trust.

Context graph excerpts

11 nodes and 13 relationships in the complete graph download.

Launch a product analytics setting / contains / New and returning software users
Intended audience (authored): "New and returning software users"

Launch a product analytics setting / contains / Evidence to gather
What to check with people (evidence needed): "Observe whether administrators can identify the current setting, explain what is collected and complete an opt-in or..."

Launch a product analytics setting / contains / Timeline constraint
Baseline wording (evidence needed): "month"

Evidence to gather next

This example proposes human fieldwork before a real decision.

Decision rule

Proceed only after users can locate and explain the setting and the implemented controls match the published notice. Use modeled scores to target those checks.

FIELDWORK STEPS

01 Recruit new and returning administrators, including people who previously changed a privacy setting.

02 Randomly show one notice and let each participant use its matching prototype.

03 Field the same acceptance, trust and factor questions.

04 Compare observed distributions and task errors, then amend the notice and controls together.

RECORDS TO CHECK

- Event schema and exact collected data
- Retention and deletion verification
- Administrator task completion and comprehension

How this report was reproduced

Both versions use the same frozen authored audience, instrument and seed. Scenario indices use a 0-100 scale. Survey response shares and paired changes describe generated cases. Check wording, coverage and actual behavior with people before interpreting a modeled contrast.

Example release	1.0.0 / 2026-11-22
Signal engine / survey method	3.7.0 / 1.3.0
CiviSphere audience dataset	1.0.0
Fixed seed / cases per version	19427 / 120
Human respondents	0
Input SHA-256	c2628d9bb229c4703d302592720a384448d22b736dc39d1ec1e250443750f484
Result SHA-256	a9c9eabaf7560e828be675d21200b9e66b6e24619369caf8c4be61cedd39920d