Let customers choose product analytics

DECISION

Which account analytics setting should the product team test for comprehension before launch?

BASELINE

A subscription service would log feature use on every account by default for 24 months. The service would use the logs to prioritize improvements. Account holders could ask support to switch logging off. Prices and access would stay the same.

ALTERNATIVE

A subscription service would start with analytics off. Account holders could opt in, view the events recorded, select 30-day retention, delete stored events, and switch logging off in settings. The company would publish a summary of improvements informed by analytics. Prices and access would stay the same.

AUDIENCE

US adults

ELIGIBLE POPULATION AND COVERAGE

261,404,664 adults · 12 demographic cells · 0 human interviews

METHOD

Exploratory Vertex questionnaire pretest. Cell distributions are weighted by the fitted Census population counts.

LARGEST MODELED DIFFERENCE

question: Would you accept this analytics setting on your own account?

option: Oppose

alternative: Opt-in with visible deletion controls

points: -17.4

ANSWER DISTRIBUTIONS

- Baseline · Would you accept this analytics setting on your own account? - Support 41.9%, Oppose 40.2%, Unsure 17.9%

- Baseline · How much do you trust the service to handle these events responsibly? - A lot 12.5%, Some 31.4%, A little 27.4%, None 20.8%, Unsure 7.9%

- Baseline · What would you check first before agreeing to share analytics? - Events collected 28.1%, Time kept 19.9%, Deletion control 22.1%, Product benefit 12.7%, I would decline 11.1%, Unsure 6.2%

- Opt-in with visible deletion controls · Would you accept this analytics setting on your own account? - Support 55.6%, Oppose 22.9%, Unsure 21.6%

- Opt-in with visible deletion controls · How much do you trust the service to handle these events responsibly? - A lot 20%, Some 39.3%, A little 22.5%, None 10.5%, Unsure 7.6%

- Opt-in with visible deletion controls · What would you check first before agreeing to share analytics? -

Events collected 31.7%, Time kept 16.2%, Deletion control 20%, Product benefit 13.8%, I would decline 10.5%, Unsure 7.9%

QUESTIONS TO TAKE INTO FIELDWORK

- Baseline · The default opt-in creates an unclear trade-off between improving product features through comprehensive usage logs and maintaining user privacy without active consent mechanisms. What specific events would you agree to share, for how long, and how would you withdraw?

- Baseline · Trusting the service to handle events responsibly depends on transparency regarding the limits of rapid experimentation and the availability of clear exit criteria. What outcome should require pausing or ending the trial?

- Opt-in with visible deletion controls · Consent embedded in a broad terms update may obscure whether opting in is genuinely voluntary or if it creates friction for users seeking strict privacy. What specific events would you agree to share, for how long, and how would you withdraw consent if needed?

- Opt-in with visible deletion controls · A broad rollout with undefined exit criteria makes it difficult to assess whether the service will handle these events responsibly over time. What specific outcome or metric should require pausing or ending this analytics trial entirely?

- Opt-in with visible deletion controls · The trade-off between richer usage logs for product improvement and the expansion of collected data lacks a clear verification mechanism from a trusted source. How would you verify that the deletion controls and retention limits actually function as described in the settings?

SOURCE RECEIPTS

- us-stratified-pretest-v1

- gemini-3.5-flash-lite

- CiviSphere US 1.0.0

- Population release 7cb396b43c6d98dce2155655f21b5872b3de0aba5984369742f4344b4a036abe

- Fitted Census artifact f4b2d04963c928546592a599b0a254daefb0953887d302a053c1af57fb9cdd44

- https://windtunnel.tacitus.me/audiences/us

FIELDWORK PLAN

Recruit people who manage subscription accounts. Ask them to find the setting, explain what is collected, and complete a deletion task.

WORKED STUDY RECEIPT

version: 1.0.0

recipe: us-stratified-pretest-v1

model: gemini-3.5-flash-lite

temperature: 0.2

thinking Level: LOW

inputs Sha256: 4beacae21cafa9bc39b9a87d4b29fafee3657f81ea1c15d63f270d1757b6a9f9

input Hash: 6a05b6fc67d09b3410db835fe1b4000dee517e1a48698c77d9666a142362edcf

output Sha256: 7f1fbffe45f03aa2254710c816b0eb60f93780aca98b35ea2e544d2db6de6a04

result Sha256: d77941c33345eee31bbf54bf67a9f665d3e86d0f30151bcbe0e0a964e6950e97

human Interviews: 0