

From: Kopec, Janice [<mailto:jkopec@ftc.gov>]
Sent: Monday, September 18, 2017 10:30 AM
To: Tom Goode
Cc: 'Richard Shockey'; Wood, Nathaniel C.; Kuo, Loretta
Subject: Follow-up to call authentication display discussion

Thanks for meeting with us in July to discuss call authentication, particularly how information will be displayed to consumers. As promised, we put together a few thoughts regarding user experience research for you to consider. As FTC Staff, we strongly recommend doing user experience research as you develop call authentication standards.

UX studies can help you:

- Test assumptions
- Identify problems in a design before it's fully coded/developed
- Get qualitative feedback
- Understand what users think, feel, and do when using your product – it's usually different from how you use it

Recommendations

- Be specific and clear on why you're doing the study and what you want to get out of it. Then you can form research questions.
- Plan to do multiple rounds of testing. Prototype designs, test, and iterate.
- Watch what people do, see how they interact with the prototypes, and ask them to think aloud. People usually behave differently from how they self-report their behaviors and preferences.
- Recruit a diverse pool of participants (not just demographics, but how they use and relate to technology/phones).
- Language, colors, and icons/visuals will be interpreted differently in different cultures. As you look to scale standards internationally, need to test and adapt for different cultures.

Possible questions to test for:

- What does the user expect?
- What does the user want to do?
- How does the user understand what's being displayed (language and visuals)?
- What info is actually useful to users? How do they categorize types of calls, and what would they like to know about an incoming call? In the short term, which is more valuable to users: information showing that the caller ID is fully attested or information showing that the caller ID information is not valid? Are users able to make sense of a non-binary system that flags some calls as "unable to determine" or "caution"?

Design principles we use

- Design for accessibility
- Design fallbacks (e.g., when technology fails or is not available for some users, how does the system react and what is communicated)
- Use plain language – be accurate and clear (avoid industry jargon and legalese)
- Tell users what they need to know, not what you need to say
- Talk to people about their needs and perspective, and solve for their biggest pain points
- Users need to understand within a split second – they won't read disclaimers using many words
- What you set as the default is very important – many users won't change their settings but leave the default as is

- Warnings need to be accurate, or else [users will get habituated and ignore them](#)
- Remember to thoughtfully design error messages, help text, etc.

Resources & some UX agencies

- [Framework for research planning](#)
- [Eight Shapes](#)
- [User Interface Engineering](#)
- [IDEO](#)

Any group you work with will need to understand:

- What do full, partial and gateway attestation translate to in plain language?
- What are carriers able to vouch for with those data points, and with what level of confidence? Need consistent interpretation of levels of validation.
- How will carriers handle calls at each level of attestation, when calls fail attestation, and when attestation is absent?
- What's the spectrum of use cases for legitimate calls, illegitimate calls, and legitimate but unwanted calls and how might they display?

FTC Staff perspective

- Give consumers choice
- Clearly differentiate between information about the caller ID and information about the content of the call. Just because a call is authenticated doesn't mean the content of the call can be trusted.
- Keep in mind the impact of a staggered and potentially slow implementation. For example, many non-authenticated calls might be trustworthy, at least initially, before widespread implementation.

Lastly, it might be helpful to consider how the email industry handles spam – lessons learned and best practices. We'd be happy to meet again if you have any questions.

Regards,

Janice L. Kopec
Do Not Call Program Coordinator
Federal Trade Commission
Bureau of Consumer Protection | Division of Marketing Practices
600 Pennsylvania Ave. NW, CC-8528 | Washington, D.C. 20580
Telephone: 202.326.2550 | Facsimile: 202.326.3395
jkopec@ftc.gov