Scenario

You're a product developer for a mobile app offering a new location feature

The feature suggests nearby places and events where other app users are

The optional feature can be turned off at any time, but when used the app will:

- Collect information in the background (when the app is not in use)

- Make it possible to share location with other users of the app

OBJECTIVE: Design an experience that gets people to use the new feature in a way that's usable, intuitive, and simple

The landscape

Your privacy policy contemplates location, but doesn't specify if it's stored, how precise it is, or whether it's collected in the background:

"**We may collect information** that your device provides to us in connection with your use of the Service, such as your browser type, type of computer or mobile device, browser language, IP address, mobile carrier, unique device identifier, and **location**."

Other apps offer similar features – some get consent in the app; others in their privacy policies

Your CEO has personally engineered the feature and set an aggressive target for people to use the feature in the first six months