From Privacy to Visibility

A Content Design Case Study

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The Standard Privacy Approach

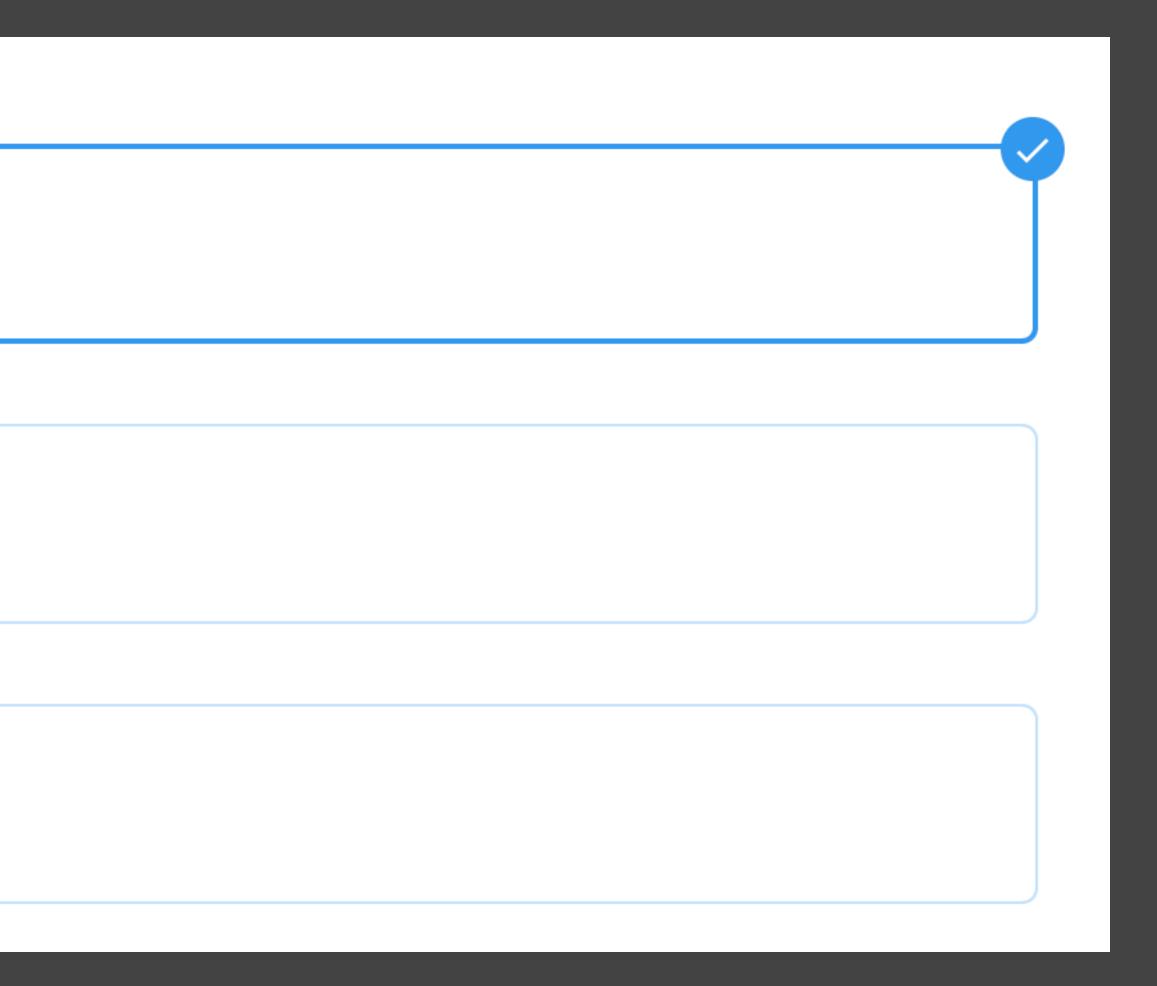# The Issue

This approach creates overhead for users. They have
to learn and memorize what each term means.

The key questions are:
1. Who can see my group?
2. Who can view the content?
3. Who can join?

Privacy doesn't answer these user intents.

Using visibility and toggles is a better approach

Getting Better...

Radio buttons with questions matching user intent simply the privacy questions. Now the focus is on visibility.

Do you want to show this group on the site's group list?

- ⦿ Show on list
- ◯ Hide from list

Who can view posts?

- ◯ Anyone
- ⦿ Only Group Members

Simplicity

Easy to understand and matches user intent.

Future proof: future plans for required questions and paid groups are easier to add to the interface.