

# From Privacy to Visibility

A Content Design Case Study

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# The Standard Privacy Approach

Privacy 

 Public

Anyone can view posts and join.

 Private

Appears on the group list, joining requires approval.

 Secret

Only visible to members you invite.



# 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 simplify 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.

Who can view posts?

Anyone

Only Members

Don't display this group on your group list