

My Digital Footprint

Understanding What I Leave Behind Online

Master Project | WiSe 26/27



About us



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Our Online Identity



Users generate visible data through actions (e.g., browsing, messaging, purchases)

At the same time, hidden data flows are created (e.g., tracking, analytics, advertising systems)

These processes happen simultaneously in everyday contexts

Limited Control Over Online Identity

Settings are complex and fragmented

Privacy policies are long and hard to understand

Users often accept without awareness



Metaphor-Based Representation



Simplify complex system settings

Provide users with visibility into their data

Increase awareness of users' digital identity

AR-Based Visualization of Data Flows

Simple smart home setup

Multiple devices connected together

Data is routed through a central hub (router)

Cloud services are visualized above the router



Idea: Sensory Substitution

Normally:

Substitute/enhance one sense with another, e.g. visualize pulse

Here:

Acquire a new sense, e.g. data flow



Why This Topic Matters?

Since privacy is a fundamental human right!

- The project helps users better protect their privacy
- It provides practical solutions for everyday situations
- Non-technical users can understand their data and rights

What will be done during the semester?

- Research existing approaches to data visualization and privacy
- Develop metaphor-based visual concepts
- Design a coherent visual language system
- Create scenarios and visual prototypes
- Evaluate how visuals support user understanding and awareness