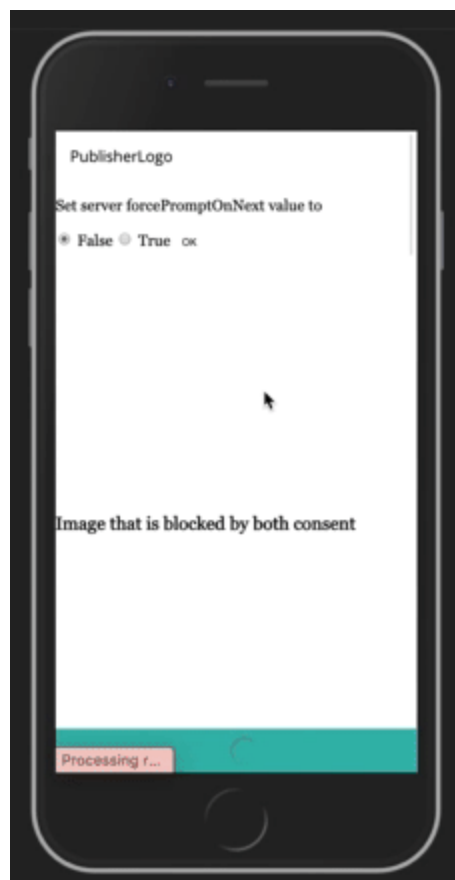


[External] AMP-consent UI Improvements
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Problem

TCFv2 requires all disclosures to be read by the user before giving or declining consent. CMPs are incentivized to show as many of these disclosures as possible within the available screen size as more scrolling will negatively impact monetization for their publishers and scrolling within a small window is also not great UX to begin with.

The analytics team has received requests from CMPs as well as the IAB team for our implementation to be changed to allow for more content to be displayed on page load. These are not legal requirements, as scrolling is sufficient, so we may choose to not take any action. If we do change the implementation, some things to consider are the impact on performance metrics, monetization for CMPs and Publishers, and the overall UX experience.



Current UI

Solutions

No Change/Increase VH Limit

Description: Either keep current implementation or increase the VH limit (potentially to 100VH) to allow for more content to be shown in the initial consent dialog.



Pros:

- Small to no changes for Publishers and the AMP team
- No CLS
- CMP & IAB happy with this due to least amount scrolling, keep monetization high

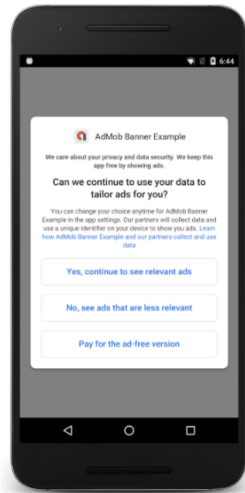
Cons:

- Not great UX for 3P iframe to take over entire screen
- Can take over screen early, causing confusion

While publishers/CMPs would be compliant with TCFv2, it is a bad user experience to have their content suddenly (almost) fully covered up by 3P consent iframe. Additionally, this bad UX could also negatively affect publishers/CMPs by driving users away from the page, decreasing monetization.

Wait For Consent Prompt Before Showing Page

Description: Display an empty lightbox, and until the 3P iframe has loaded, and then fill the lightbox with that iframe (similar to delaying page display while we load the amp-consent data).



Pros:

- No CLS
- CMP & IAB happy with this due to least amount scrolling, keep monetization high
- Users will not be confused because the original page content will not be seen

Cons:

- No guarantee on load time of 3P iframe, bad UX to look at empty lightbox until it loads
- Delaying the viewing of page content causes us to lose the benefits of prerendering to the user
- LCP negatively affected b/c nothing painted in lightbox

While publishers/CMPs would be compliant with TCFv2, with the arbitrary wait time for the 3P iframe load, it could have a negative impact on monetization. Additionally, it would seem to the user that they lose the benefits of preloading.

Immediate Lightbox iframe

Description: Create a new opt-in feature that allows page content to show for ~2 seconds, then display the iframe if it has loaded or display it once it has loaded. Display the iframe in a lightbox, with margins on all edges and the underlying content visible beneath. Include the minimum delay to avoid the screen being taken over immediately by iframe, and have margin to clearly show that they are interacting with a consent prompt.

Pros:

- No CLS

- CMP & IAB should be happy with this as it is close to fullscreen
- Common UX found in the wild, no user confusion

Cons:

- Publisher retagging, CMP changes

While it is not quite the full screen experience requested by the CMPs and IAB team, it should suffice as it takes up most of the screen, while preserving the UX by clearly showing that consent prompt overlaying the original content. One thing to consider is the case in which the iframe endpoint doesn't load or takes a long time; we would only display the iframe once it loads.

Decision

We believe that option 3 has the best tradeoffs in terms of UX, CMP/Publisher satisfaction with AMP, and monetization for those parties as well. This experience is commonly found in the wild non-AMP pages, thus with this implementation we will have feature parity. Since we allow almost the fullscreen to be used by the 3P iframe, there should be no monetization concerns for publishers. Additionally, as it is a requested feature, we'll be able to keep current CMPs happy and continue to use AMP as well as not deter other CMPs from using AMP. We believe that option 3 is the best in terms of UX which ultimately leads to better monetization for publishers.

Considerations

Fullscreen API

We would like to keep the current fullscreen API as is so that publishers who are not working with TCFv2 are still supported. All three solutions allow for fullscreen API

A11y

We also want to continue to keep amp-consent a11y-friendly through screen reader use. All three solutions can be accessed via screen reader use.

Component Render-blocking

All options are render-blocking. Since we are relying on 3P endpoints for the iframes, there are no guarantees for loading time of these endpoints. In that sense, there is no trade off between solutions, since they all have to load essentially the same data.

Scroll behavior

Currently, the behavior is to lock the underlying page content when the consent dialog is present. This behavior should apply to option one and three, but is irrelevant for option two.

Overlay

We currently use an overlay that is configurable within the amp-consent config. We can keep this behavior or make it mandatory to help users understand that there is a consent dialog/iframe being shown.

Scrollbar

We currently use an overlay that is configurable within the amp-consent config. We can keep this behavior or make it mandatory to help users understand that there is a consent dialog/iframe being shown.