

MOSTLY HARMLESS

Design for digital with a conscience

A workshop by Per Axbom



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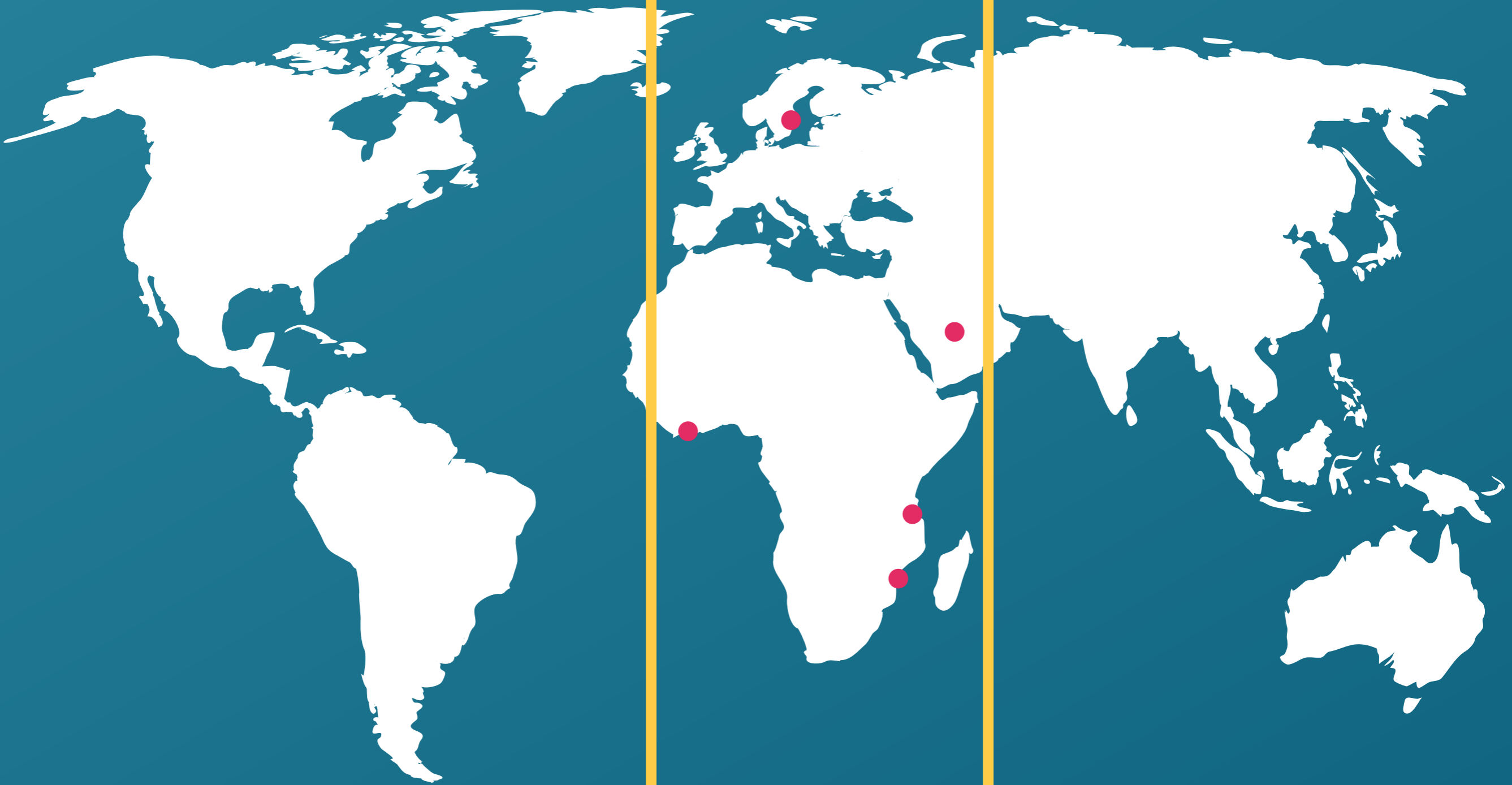
Am I good or bad?



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The real size of Africa

– Kai Krause



© creative commons
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What makes us buy, believe – and even vote – the way we do?

The Hidden Persuaders

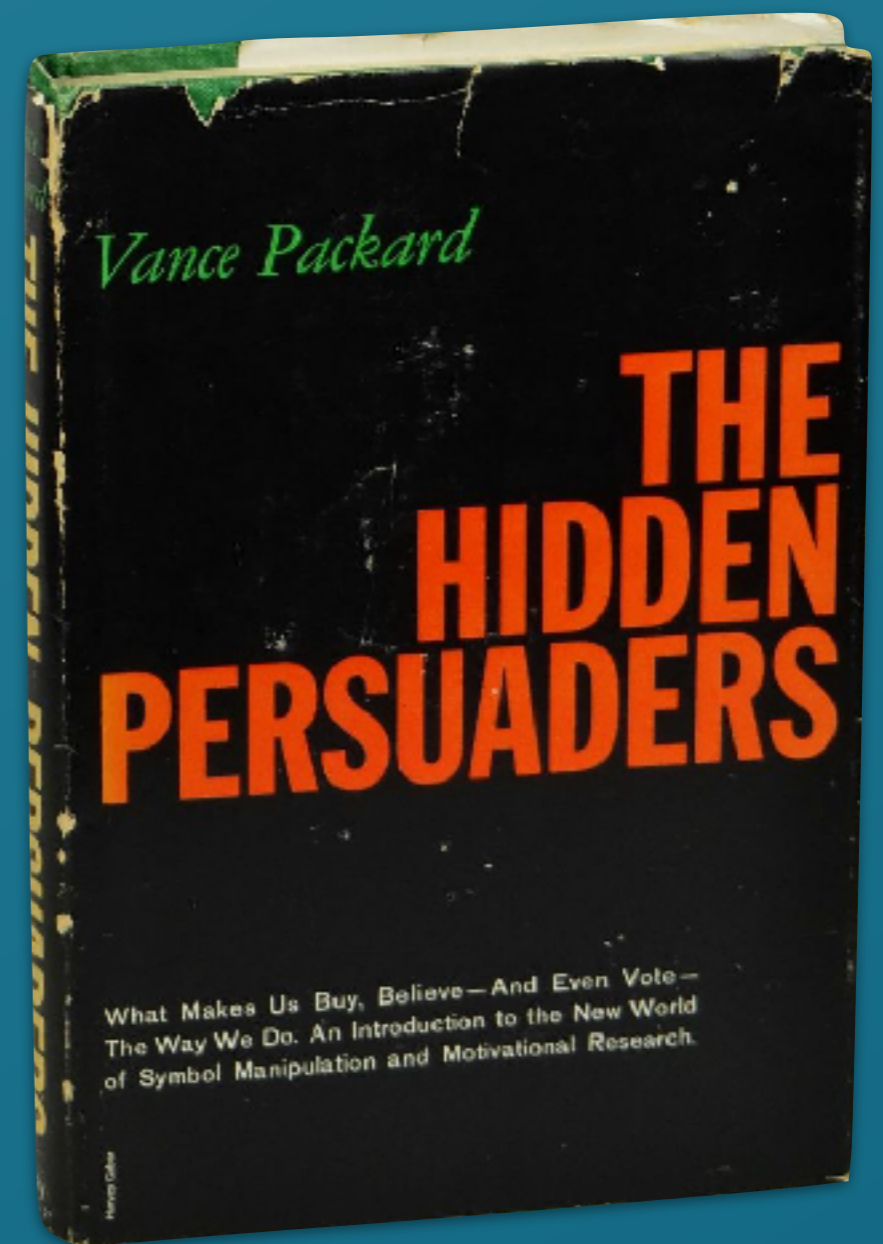
Many of us are being influenced and manipulated in the patterns of our everyday lives

People's desires, needs and drives are probed in order to find their points of vulnerability

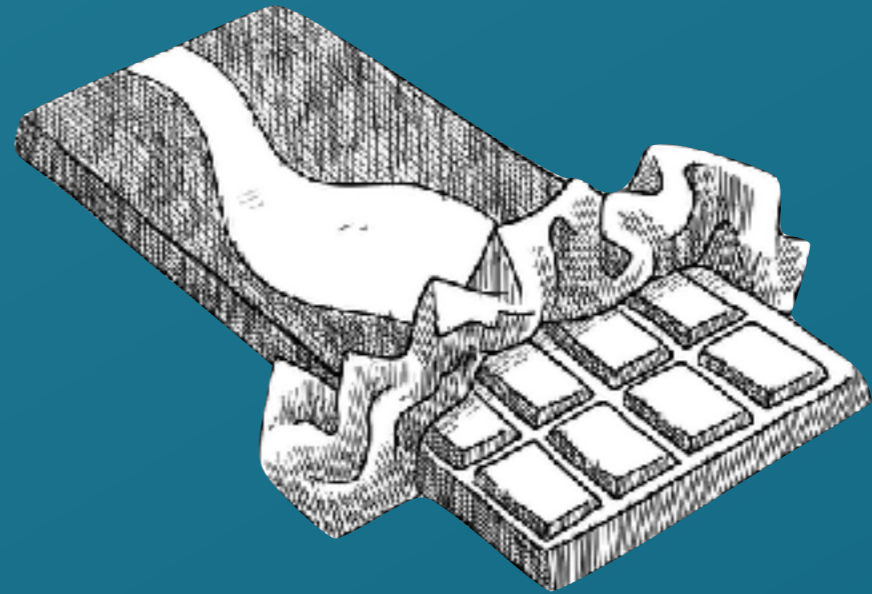
The probers aim to influence the state of our minds and channel our behavior as citizens

Television conditions children to be loyal enthusiasts of a product whether they are old enough to consume it or not

Both parties merchandise their candidates and issues using the same methods that business has developed to sell goods



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18 Cognitive Biases You Can Use for Conversion Optimization

Last updated: August 11, 2017

Anchoring

Loss aversion

Decoy effect

Sunk cost fallacy

Expectation bias

Confirmation bias

Bandwagon effect

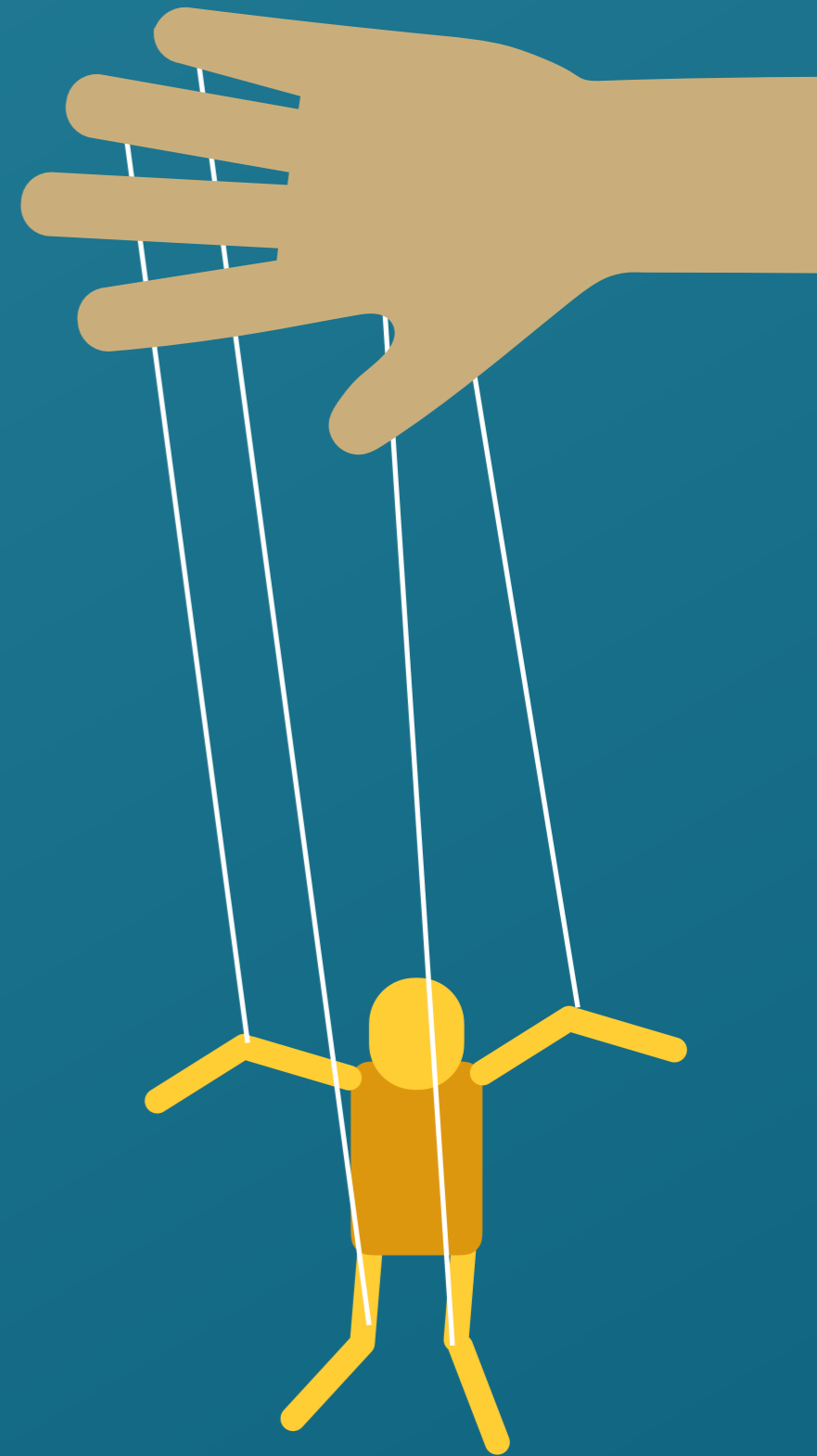


Bias is the tendency to have an opinion, or view, that is often without considering evidence and other information.

Biases are a human **trait**, and can be a **weakness**.

As designers we are not learning about human weaknesses so that we may **exploit** them.

Our job is to **remedy** them.



But how well do we even
understand our own
biases as designers?



4 out of 20 users *could not* find the search function on the website.

16 out of 20 users found the search function on the website.



Grindr exposed its users' HIV statuses to two other companies

Grindr told BuzzFeed that it's "standard practices"

"But everybody does it..."



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<https://www.theverge.com/2018/4/2/17188922/grindr-hiv-status-privacy-data>

Passport photo

Select photo



X The photo you want to upload does not meet our criteria because:

- Subject eyes are closed

Please refer to the technical requirements. You have 9 attempts left.

Check the photo [requirements](#).

Read more about [common photo problems and how to resolve them](#).

After your tenth attempt you will need to start again and re-enter the CAPTCHA security check.

Reference number: 20161206-81

Filename: Untitled.jpg

If you wish to [contact us](#) about the photo, you must provide us with the reference number given above.

Please print this information for your records.

Print



X The photo you want to upload does not meet our criteria because:

- Subject eyes are closed



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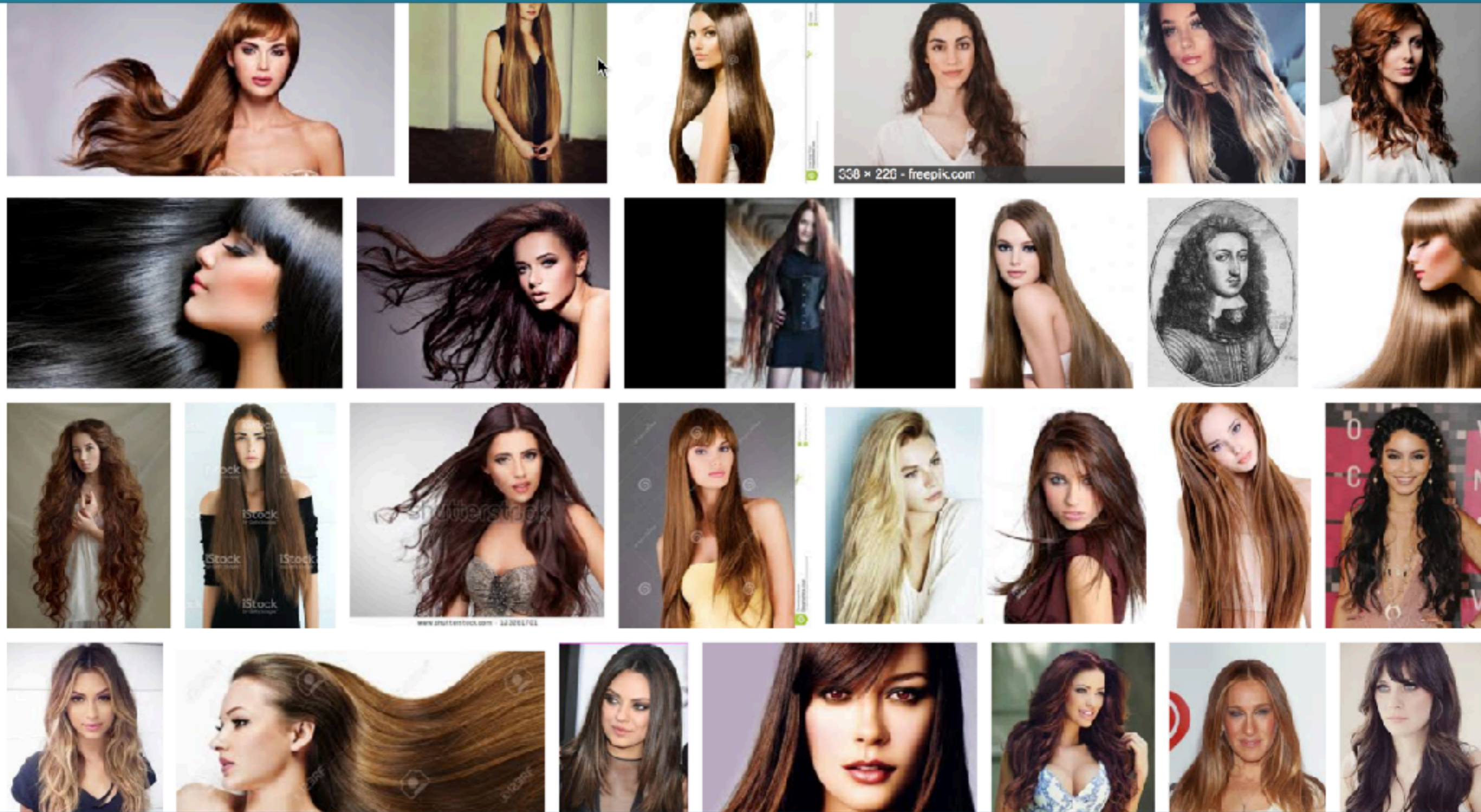


I hope they accept this one

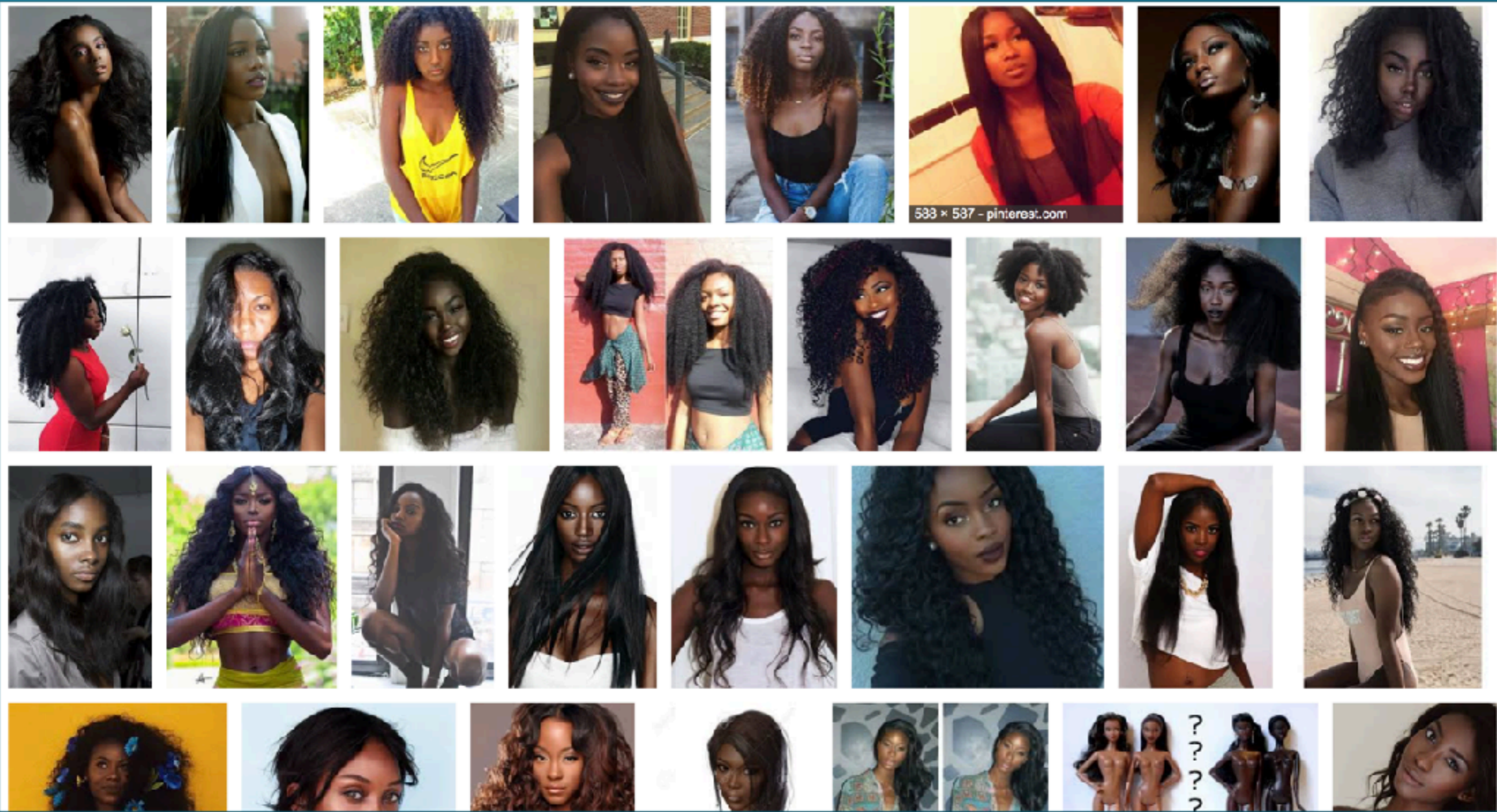


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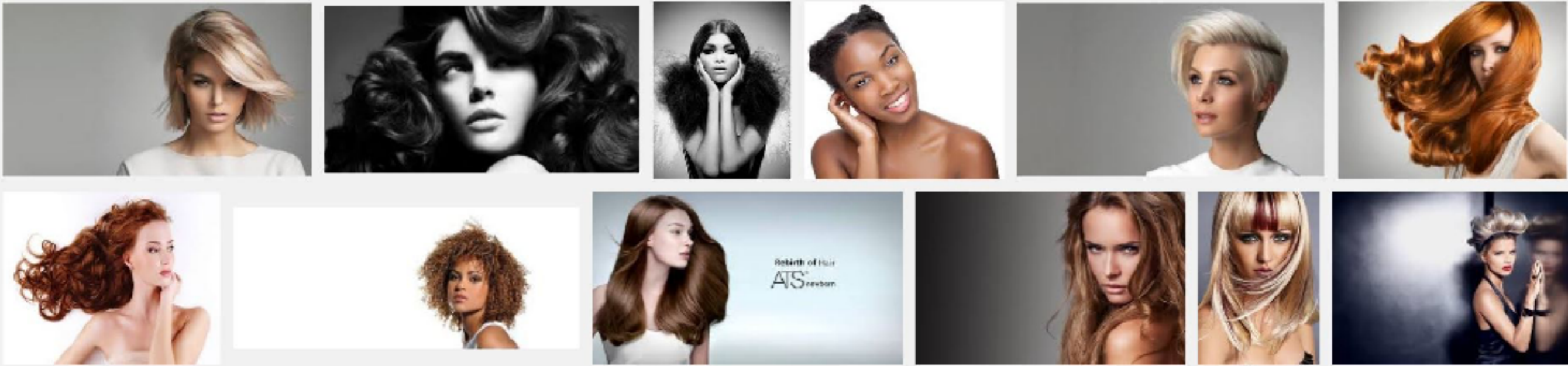
woman long hair



woman long hair dark skinned



professional hair



unprofessional hair



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<https://www.iafrikan.com/2016/06/25/why-does-a-google-search-for-unprofessional-hair-show-images-of-black-women-including-michelle-obama-2/>

o bir mühendis

he is an engineer

o bir doktor

he is a doctor

o bir asker

he is a soldier

o bir hemşire

she is a nurse

o bir öğretmen

she's a teacher

o bir polis

He-she is a police

Hän on ruma

He's ugly

Hän on kaunis

She is beautiful

Hän on insinööri

He is an engineer

Hän on sihteeri

She's a secretary

Hän on asianajaja

He is a lawyer

Hän on lastentarhanopetta

She is a kindergarten teacher



Israel Arrests Palestinian Because Facebook Translated 'Good Morning' to 'Attack Them'

No Arabic-speaking police officer read the post before arresting the man, who works at a construction site in a West Bank settlement

Yotam Berger | Oct 22, 2017 1:36 PM

8563 Tweet

3 Zen Subscribe now



The Facebook post that mistranslated 'good morning' to 'hurt them'

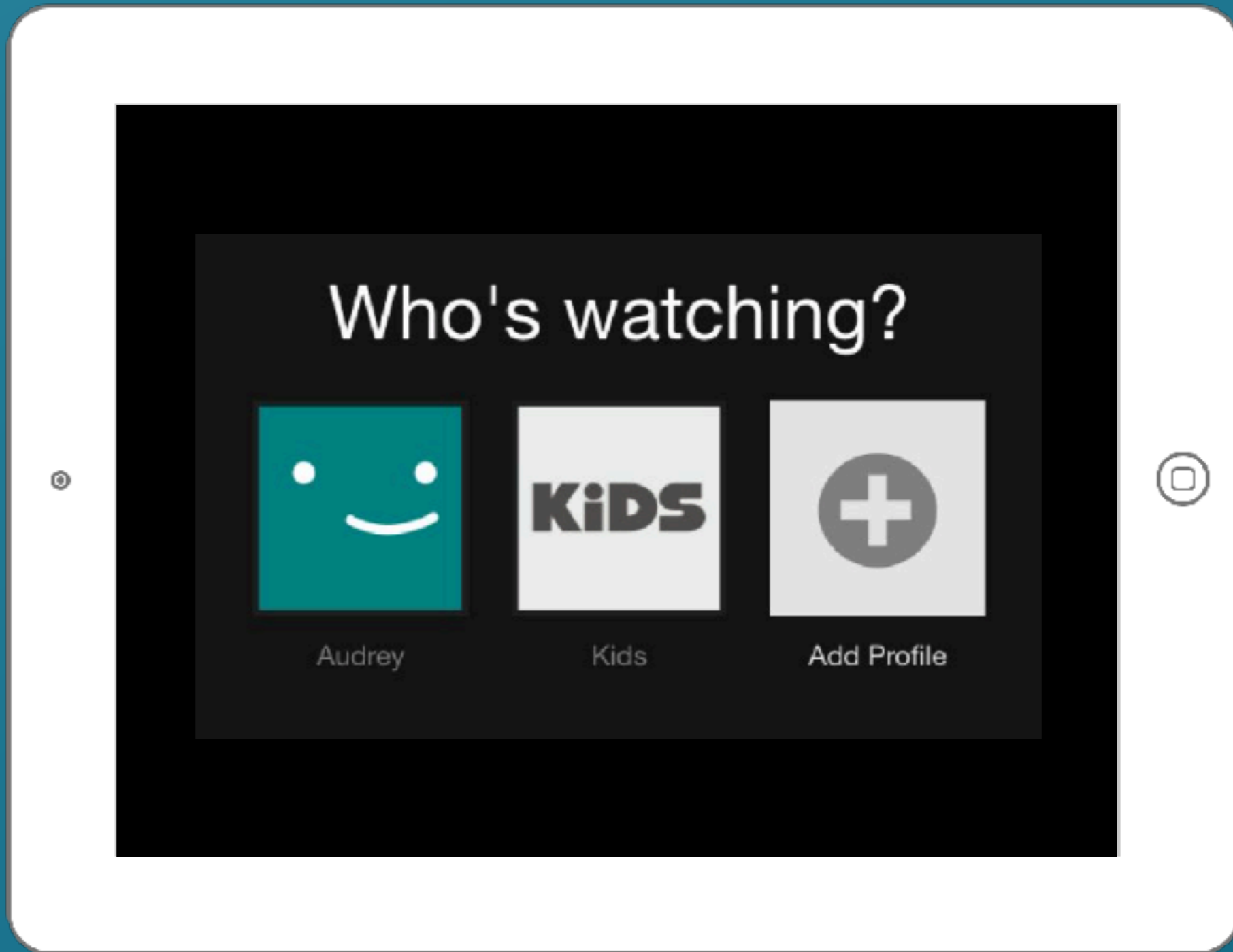
The Israel Police mistakenly arrested a Palestinian worker last week because they relied on automatic translation software to translate a post he wrote on his Facebook page. The Palestinian was arrested after writing "good morning," which was misinterpreted; no Arabic-speaking police officer read the post before the man's arrest.

The automatic translation service offered by Facebook uses its own proprietary algorithms. It translated "good morning" as "attack them" in Hebrew and "hurt them" in English.

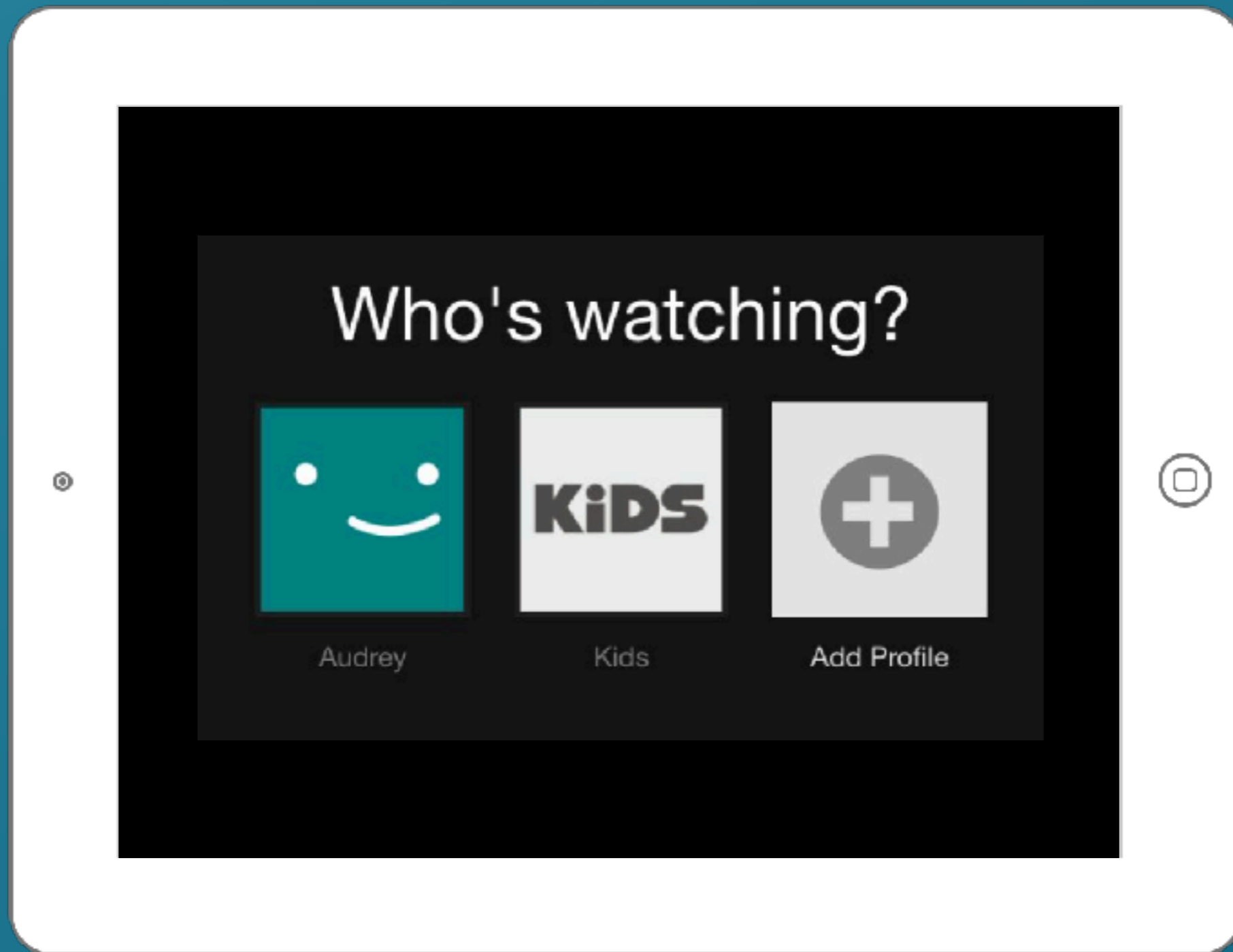
Arabic speakers explained that English transliteration used by Facebook is not an actual word in Arabic but could look like the verb "to hurt" – even though any Arabic speaker could clearly see the transliteration did not match the translation.

The Judea and Samaria District police confirmed the details and said a mistake in translation was made, which led to the mistaken arrest. The police agreed the correct translation was "good morning."





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Come on @netflix, I don't have kids!! Also, how would this feel if you lost a child or had trouble conceiving - no button here to remove it.

@audreylouisa on Twitter

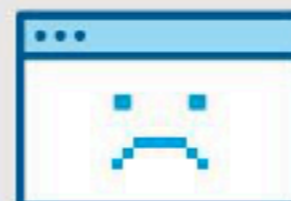


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Q christopher

Filters



It's not you, it's us.

We've filed a report for this error. Wait a few moments and try again.

[Retry search](#)

Machine Bias

There's software used across the country to predict future criminals. And it's biased against blacks.

by Julia Angwin, Jeff Larson, Surya Mattu and Lauren Kirchner, ProPublica
May 23, 2016

Just as the 18-year-old girls were realizing they were too big for the tiny conveyances — which belonged to a 6-year-old boy — a woman came running after them saying, “That’s my kid’s stuff.” Borden and her friend immediately dropped the bike and scooter and walked away.

But it was too late — a neighbor who witnessed the heist had already called the police. Borden and her friend were arrested and charged with burglary and petty theft for the items, which were valued at a total of \$80.

Two Petty Theft Arrests

VERNON PRATER

Prior Offenses

2 armed robberies, 1 attempted armed robbery

Subsequent Offenses

1 grand theft

LOW RISK

3

BRISHA BORDEN

Prior Offenses

4 juvenile misdemeanors

Subsequent Offenses

None

HIGH RISK

8

Borden was rated high risk for future crime after she and a friend took a kid’s bike and scooter that were sitting outside. She did not reoffend.

<https://www.propublica.org/article/machine-bias-risk-assessments-in-criminal-sentencing>



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slack



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accessibility / privacy / sexism ?



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Your company's Slack is probably sexist

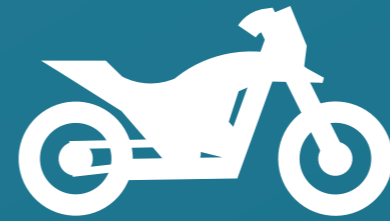
By Leah Fessler • November 14, 2017



Slack: Where decades of social conditioning happens.



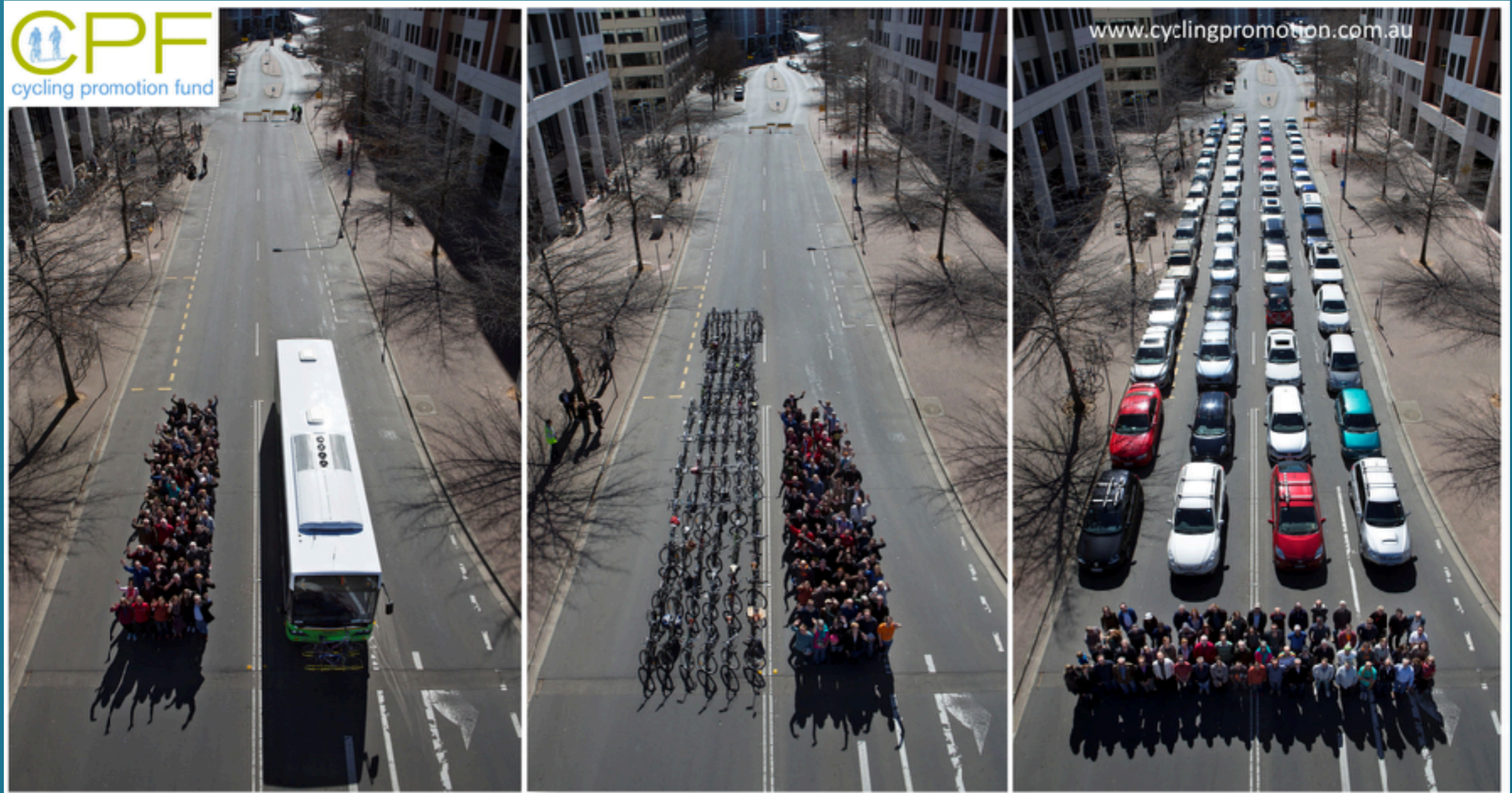
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Road space taken by 60 people



on a bus

on bicycles

in cars



Road space taken by 60 people



fossil-fuel cars



electric cars



autonomous cars





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<https://twitter.com/lukew/status/983391936122793984?s=12>

ANC's R500 mill farming project a catastrophe, 85 new tractors wasted

Front Nasiona SA

April 3, 2018

0

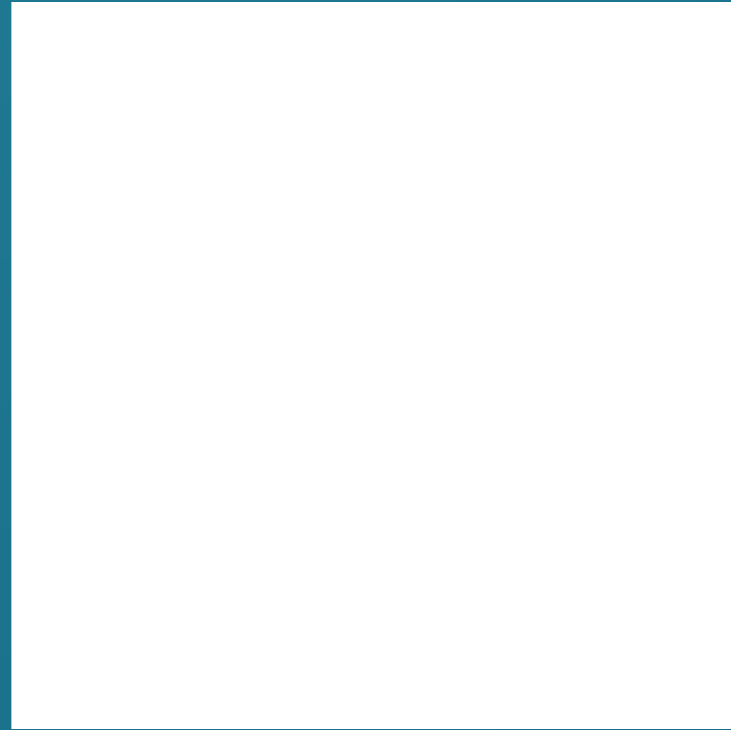


ANC's R500 mill farming project a catastrophe, 85 new tractors wasted. Photo: Front Nasiona SA



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What we do

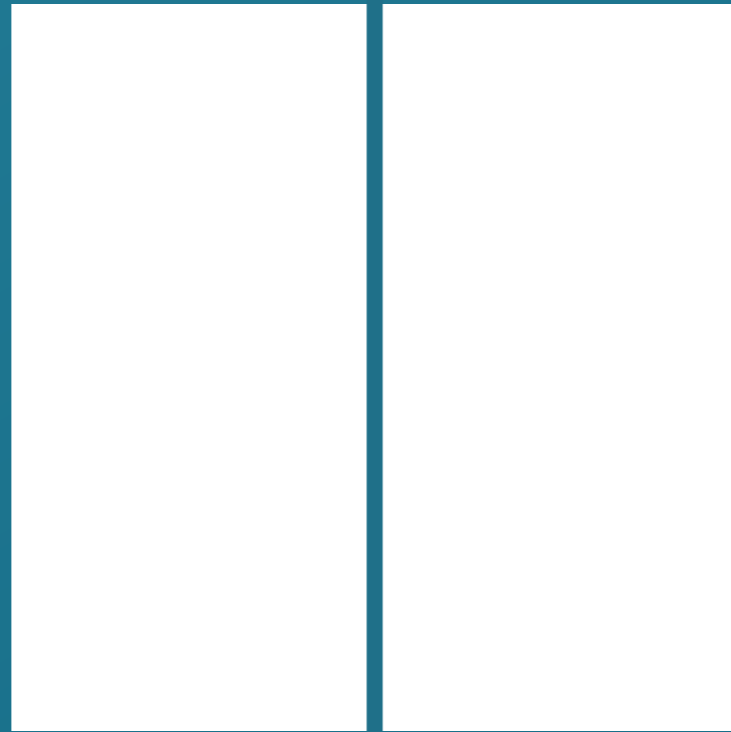


How we do it



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What we do



Wrong

Right

How we do it



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What we do

Right

Wrong

Wrong

Right

How we do it



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What we do

Right

Wrong

Doing the right thing the wrong way	Doing the right thing the right way
Doing the wrong thing the wrong way	

Wrong

Right

How we do it



What we do

Right

Wrong

Doing the right thing the wrong way	Doing the right thing the right way
Doing the wrong thing the wrong way	Doing the wrong thing the right way

Wrong

Right

How we do it



A lot of people are getting **much better**



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A lot of people are getting **much better**
at doing **the wrong thing**.



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Whenever I'm asked to autograph a copy of "Nudge," the book I wrote with Cass Sunstein, the Harvard law professor, I sign it, "Nudge for good." Unfortunately, that is meant as a plea, not an expectation.

- Richard A Thaler



WEIRD



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WEIRD

Western, Educated, Industrialized, Rich, Democratic

Scientists Replicated 100 Psychology Studies, and Fewer Than Half Got the Same Results

The massive project shows that reproducibility problems plague even top scientific journals

Replication Crisis



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Fresh concerns raised over academic conduct of major US nutrition and behaviour lab

Do smaller plates make you eat less? No

March 7, 2017 10:29am GMT

reported for

- self-plagiarism and potential data misrepresentation
- reporting positive results from a dataset of primarily null outcomes



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Fresh concerns raised over academic conduct of major US nutrition and behaviour lab

Do smaller plates make you eat less? No

March 7, 2017 10:29am GMT

Evidence-Based Lies

The facade of veracity in medical science hinges on widespread ignorance

How knowledge about different cultures is shaking the foundations of psychology

March 9, 2018 11:09am GMT

The Hot and Cold of Priming

Psychologists are divided on whether unnoticed cues can influence behavior

Given the choice, how much choice would you like?



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NOPE



Zélia Sakhi

@ilovegraphics

Following



At this point, I have so many mindfulness, reflection, and motivation notifications on my phone that I am actually getting stressed out by them. This. doesn't. Work. For. Me.

10:23 AM - 28 Feb 2018

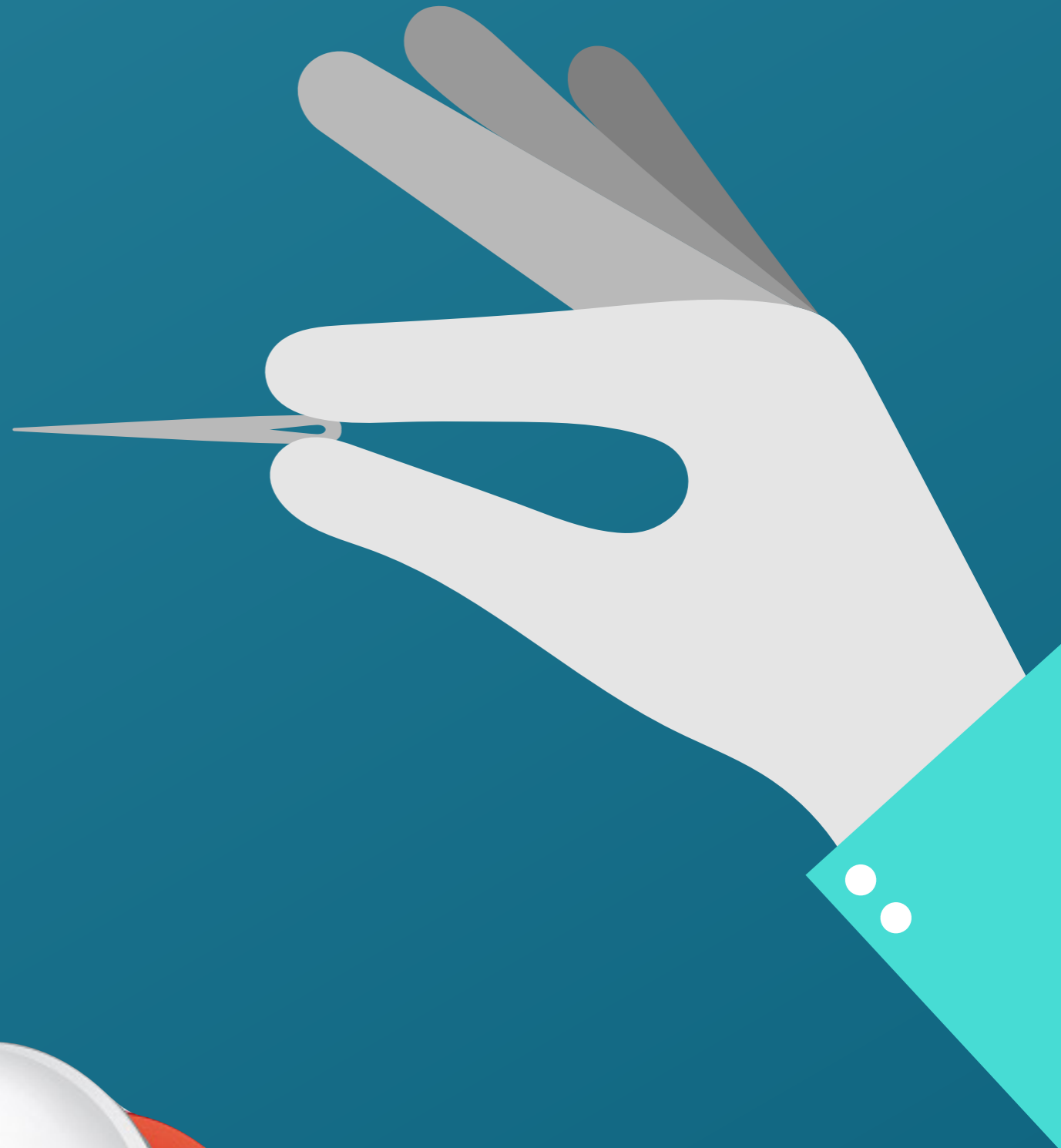


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"UX is
about
putting
people
first"



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Raise your hand and take it down only when you hear a statement you do not agree with.

- ✓ I have lied.
- ✓ I have lied to someone I care about.
- ✓ When I lie it is often to protect the feelings of the person I am lying to.
- ✓ I believe I will continue to lie.
- ✓ I have based design decisions on too little data.
- ✓ I will continue to design with too little data.





Cognitive dissonance

The mental discomfort (psychological stress) experienced by a person who simultaneously holds two or more contradictory beliefs, ideas, or values. A consequence of a person's performing an action that contradicts personal beliefs, ideals, and values; and also occurs when confronted with new information that contradicts said beliefs, ideals, and values.



Many designers express an ethical boundary of not working for tobacco, gambling or even soda companies...



...yet have no problem working with solutions that encourage people to submit to a **sedentary lifestyle**, **engage in addictive behavior** or **pursue short-term rewards**.



Am I a good person?

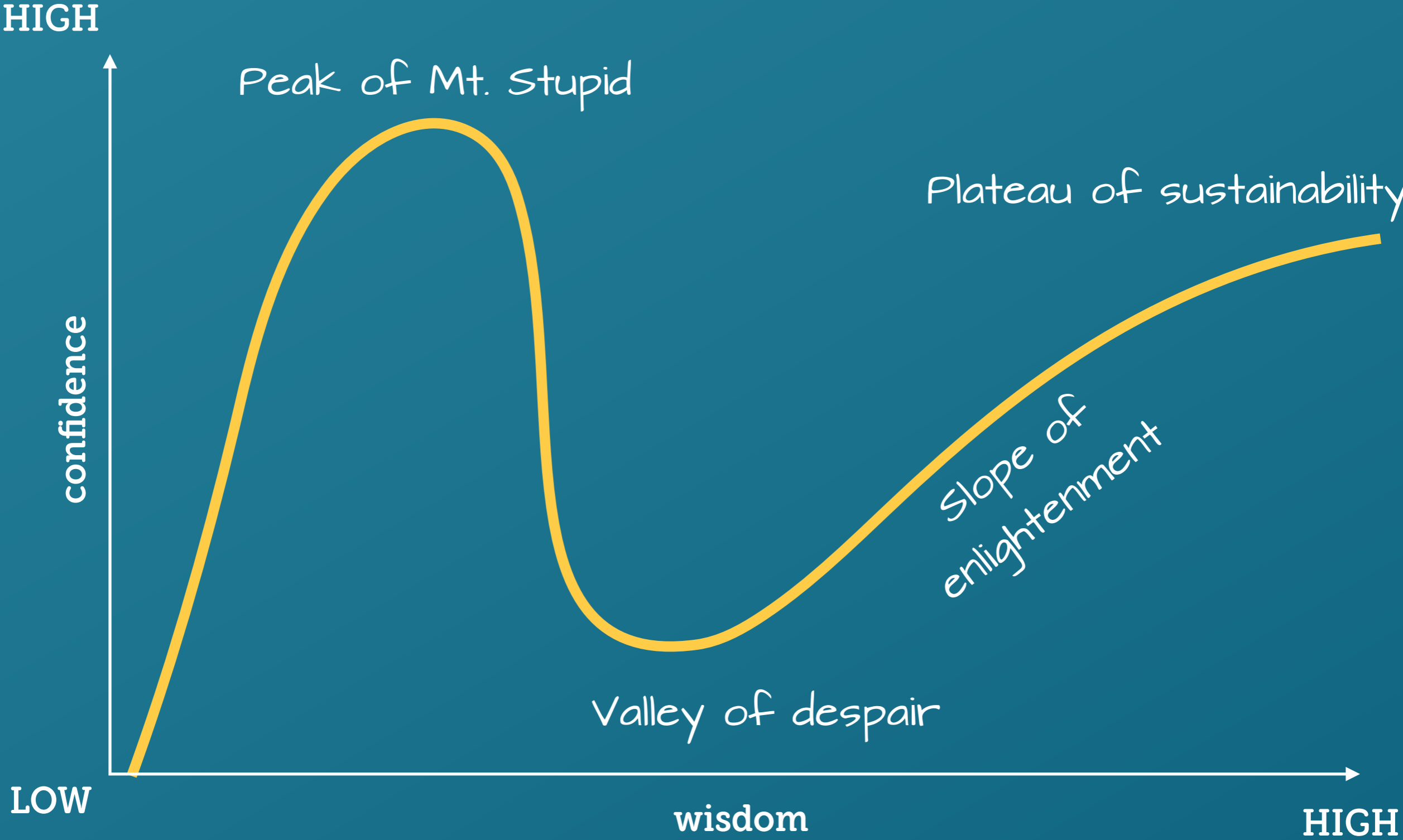


You are a human.
Know your limitations.



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DUNNING-KRUGER EFFECT



Self-assessment

Your design work starts with you. The design will be affected by your sense of purpose, your understanding of the problem to be solved and your ability to match the solution with organizational capacity.

When you lack control over the final solution, are unsure about your own abilities, and are unsure about the values you want the design to embody - the easier it will be for others to apply pressure that will make you deviate from your desired end-result.

I have a clear idea of what I want to accomplish in my professional life and what impact I want to have on society.

NO   YES

I feel responsible for voicing my values in my design work.

NO   YES

I feel comfortable taking risks.

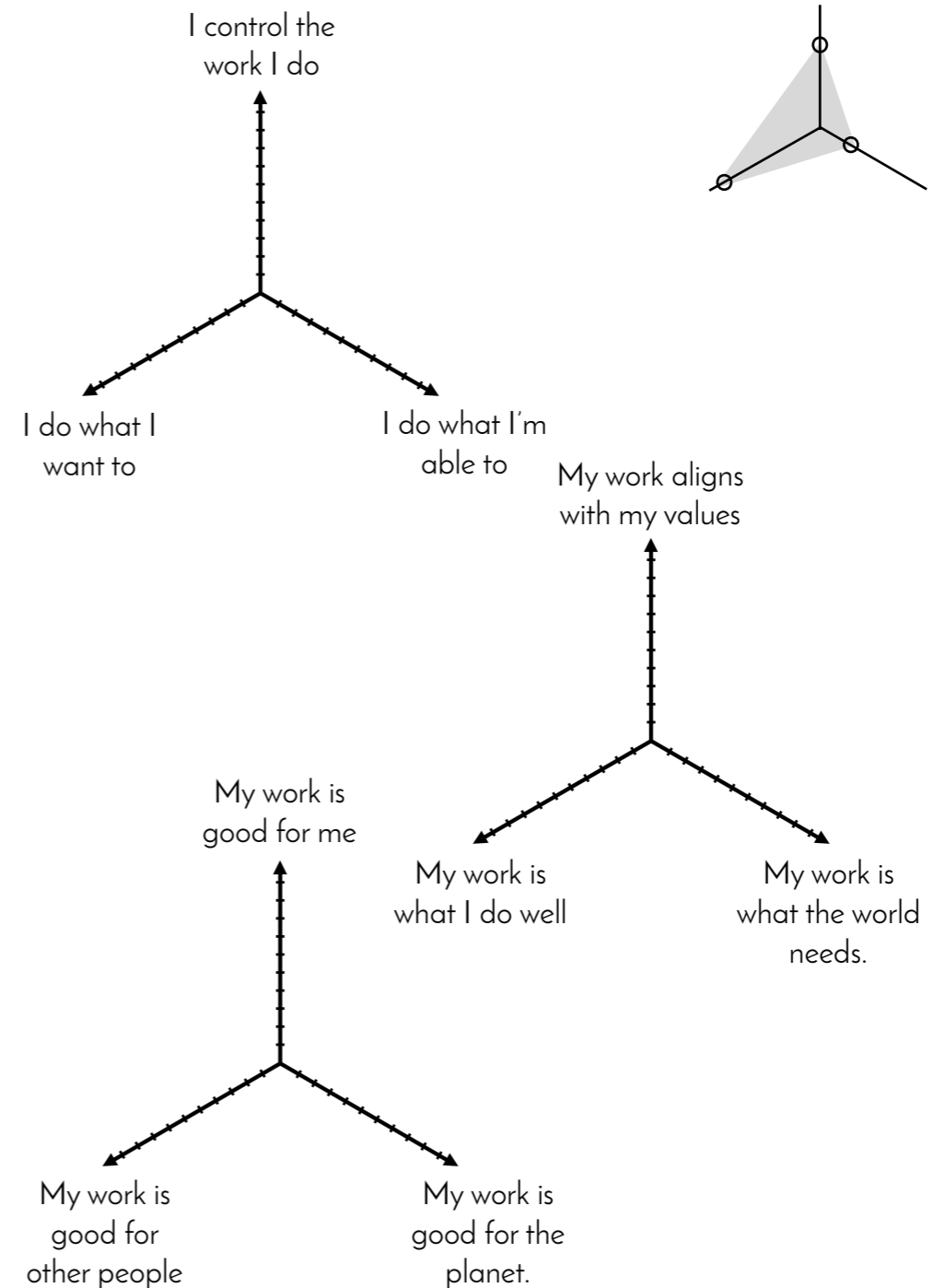
NO   YES

I feel comfortable with confrontation.

NO   YES

Can you think of a time when you have consciously stood up for, and acted in accordance with, your values? Think about the circumstances that made you want to take a stand. Write a few words to help your remember.

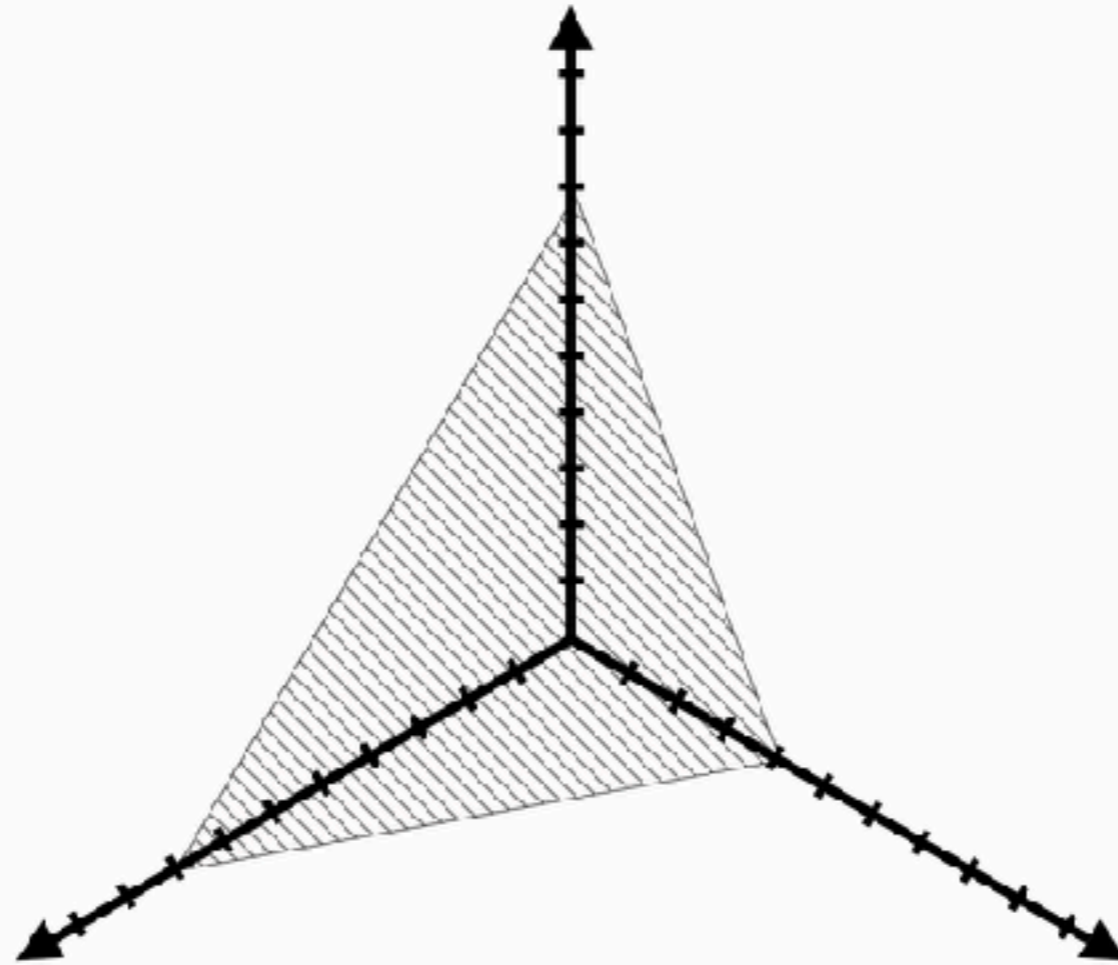
4



5



**MY WORK ALIGNS
WITH MY VALUES**

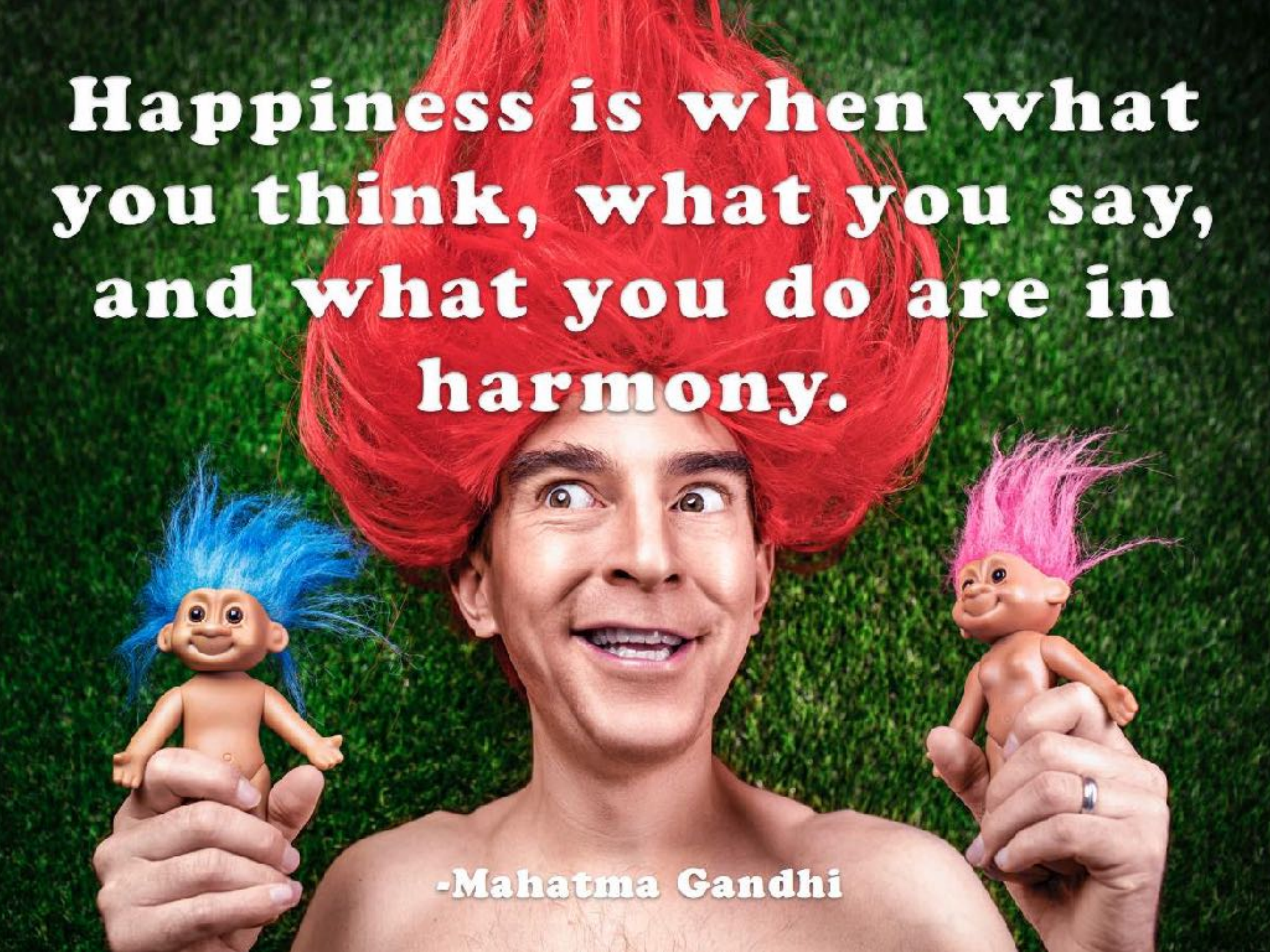


**MY WORK IS
WHAT I DO
WELL**

**MY WORK IS
WHAT THE
WORLD NEEDS**



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A man with a large, voluminous red wig is smiling and looking upwards. He is holding two small troll dolls, one with blue hair and one with pink hair, in his hands. The background is a green, textured surface.

**Happiness is when what
you think, what you say,
and what you do are in
harmony.**

-Mahatma Gandhi

Being harmless



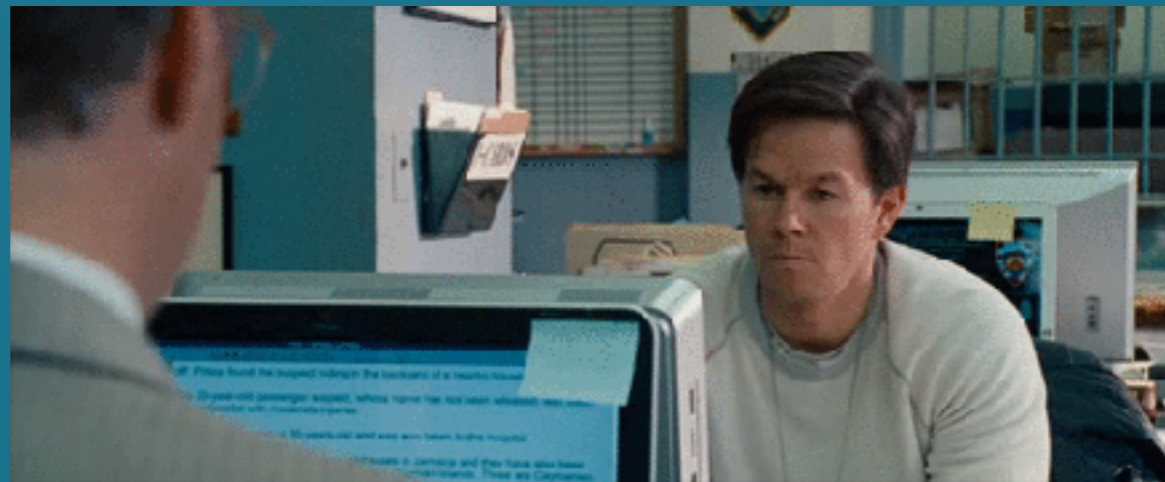
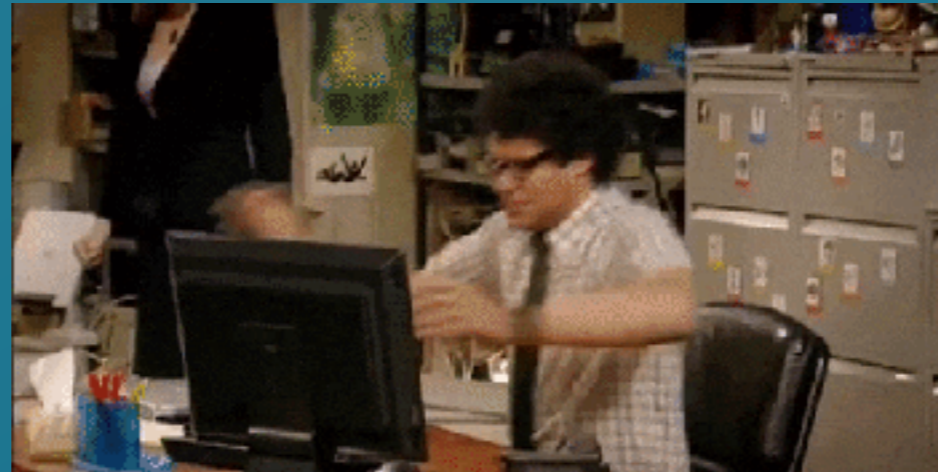
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mostly
Being harmless



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Getting hurt by computers is not new



**People are
being hurt by design**



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**People are (un)knowingly
being hurt by design**



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**People are (un)knowingly
being hurt by design
by other people**



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People are (un)knowingly being hurt by design by other people



unknowingly



knowingly



People are (un)knowingly being hurt by design by other people



unknowingly



knowingly



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People are (un)knowingly being hurt by design by other people



unknowingly



knowingly



**Our methods, processes,
incentives, tools and general
behavior provide **no guidance**
for avoiding negative impact.**



Ethics!

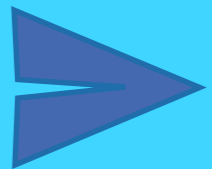
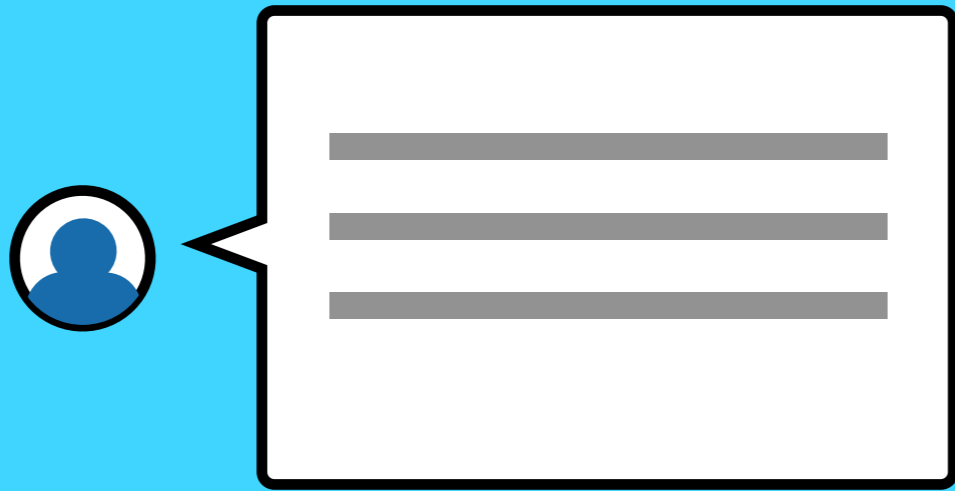
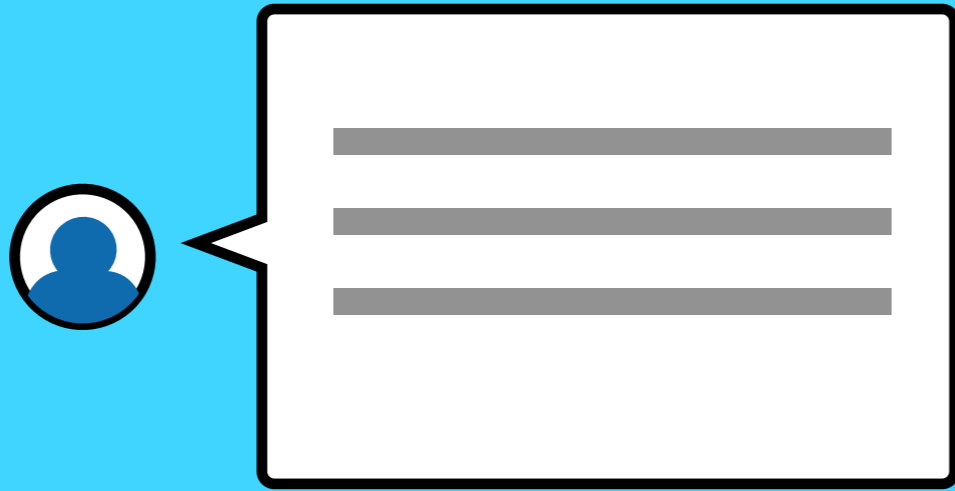


Your colleague:

“Did you get my message?”



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Ethics?

Relativism - Absolutism

Situation ethics

Utilitarianism

Virtue ethics

Deontology

Kantian ethics



Ethics?

Altruism
Asceticism
Cognitivism
Consequentialism
Cynicism

Humanism
Individualism
Moral Absolutism
Moral Anti-Realism
Moral Nihilism

Relativism - Absolutism

Situation ethics

Kantian ethics

Utilitarianism

Virtue ethics

Deontology

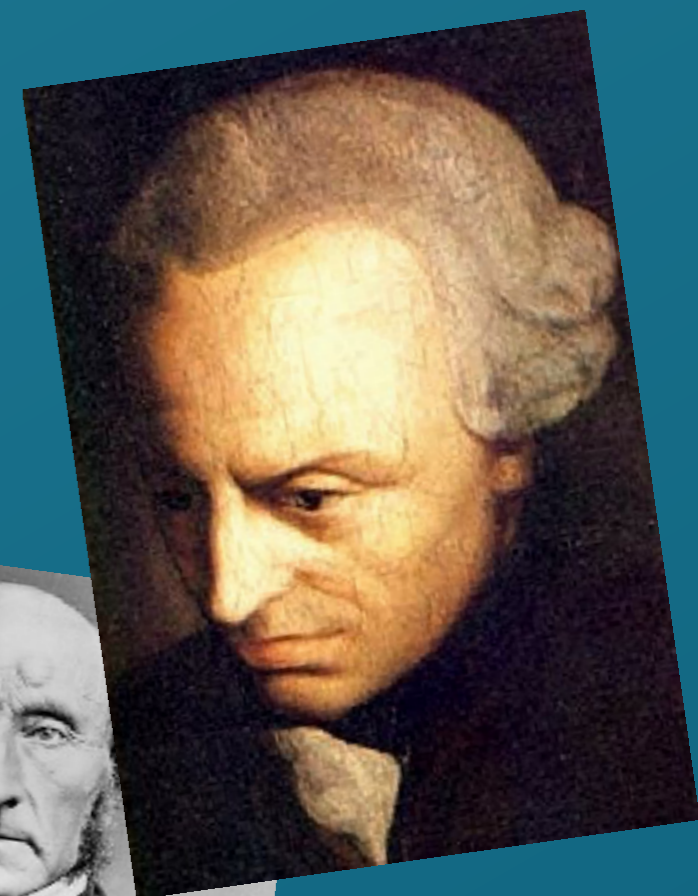
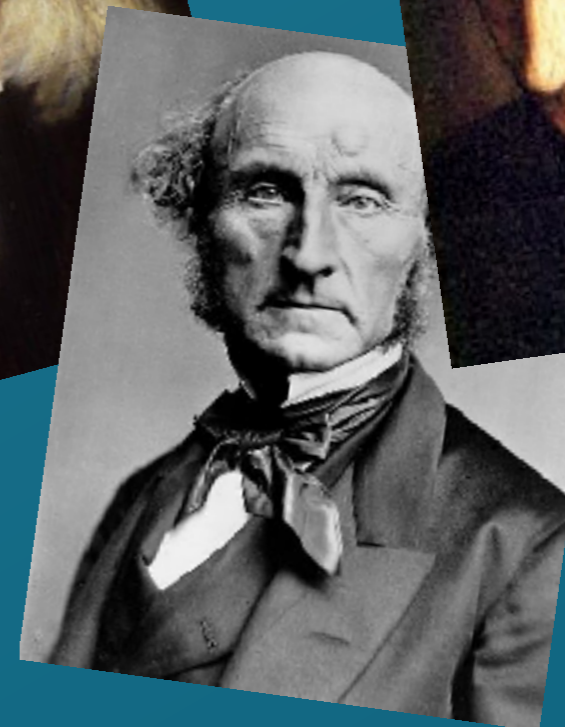
Deontology
Egoism
Epicureanism
Ethical Naturalism
Ethical Non-Naturalism
Ethical Subjectivism
Eudaimonism
Hedonism

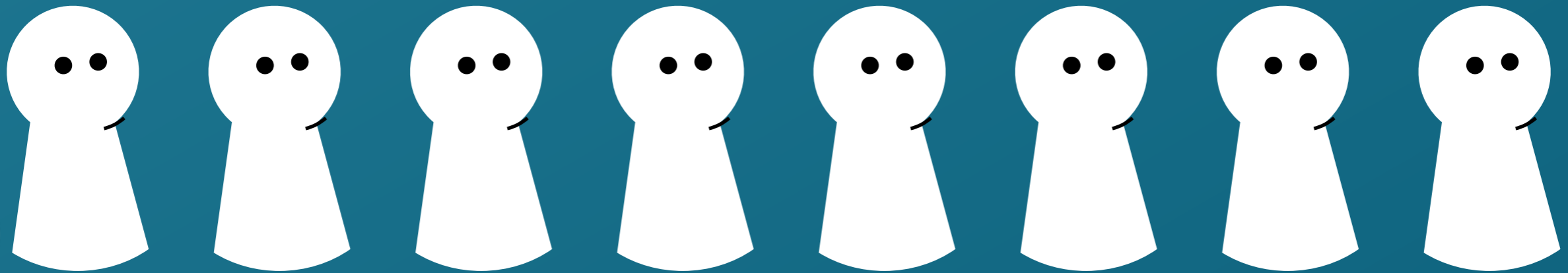
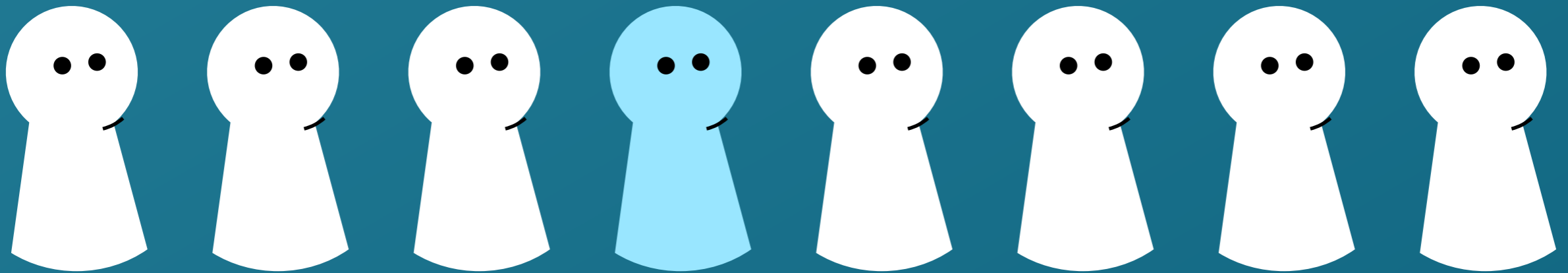
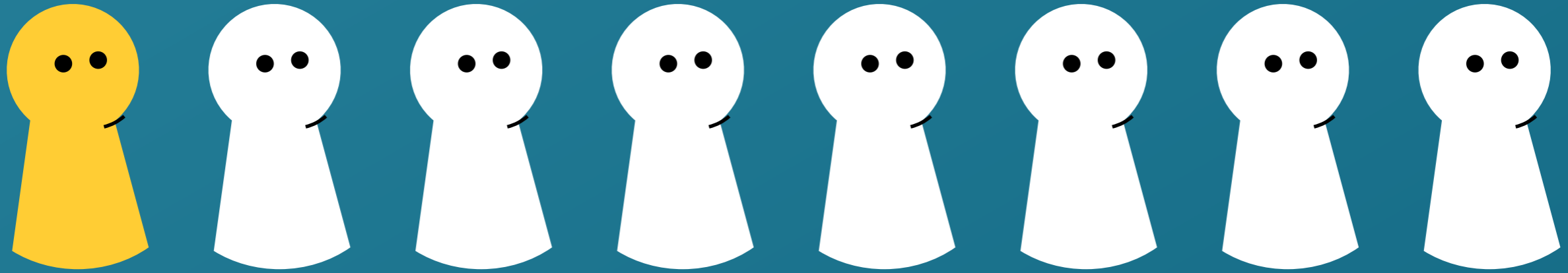
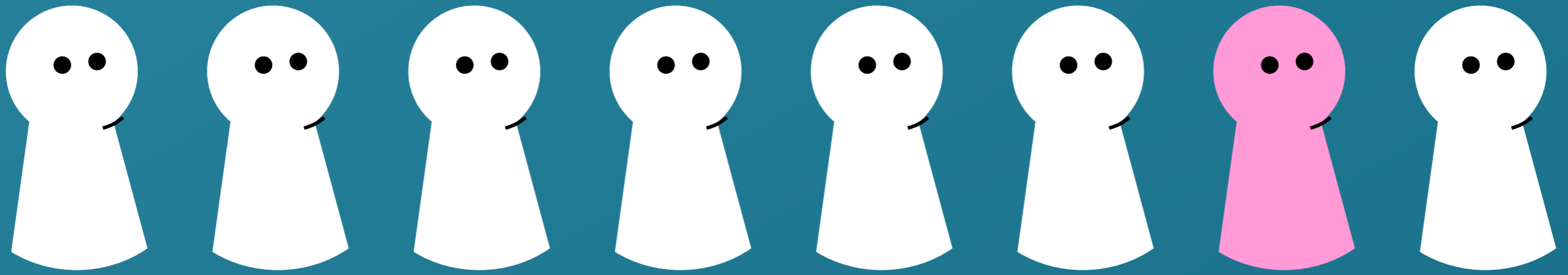
Moral Realism
Moral Relativism
Moral Skepticism
Moral Universalism
Non-Cognitivism
Utilitarianism
Virtue Ethics



The "many"

The needs of the many
outweigh the needs of the few.





Ethics is complicated. It's an odd mixture of received tradition and personal opinion.

Is morality about obeying a set of rules or is it about thinking carefully about consequences.

And why are we so bad at both?



why?

why?

why?

call for ethics

**people are
being harmed**

**the harm is
invisible**

**the harm isn't
evaluated**



why?

why?

why?

call for ethics

**people are
being harmed**

**the harm is
invisible**

**the harm isn't
evaluated**

**Measure and evaluate how people are
being harmed by your solutions.**





PERSON 1: "Does my hair look good?"

PERSON 2: (lying) "Yes."

PERSON 1: "Awesome; I'll keep going to this new hairdresser I've found then."

Impact: Person 1 will keep having bad hair.



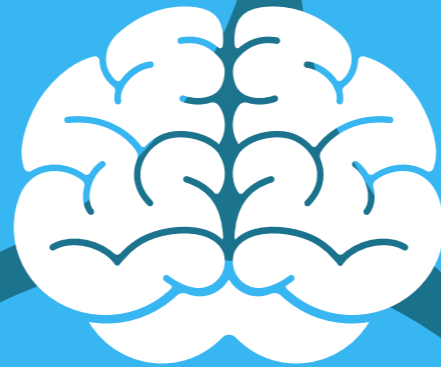
Why you make bad decisions

Internal

Tired, rushing, illness,
don't want to admit
weakness
emotional stress

External

Listen more to
others than
myself



Unawareness

Uninformed, habits,
“best practice”





Why you make bad decisions

1. Lack of knowledge
2. Lack of self-awareness
3. External pressure
4. Speed
5. Lack of health / self-care





message



encoder



channel



decoder



received
message



message

sender

encoder

channel

decoder

received message

receiver



noise



FEEDBACK



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**Do you donate
clothes to charity?**



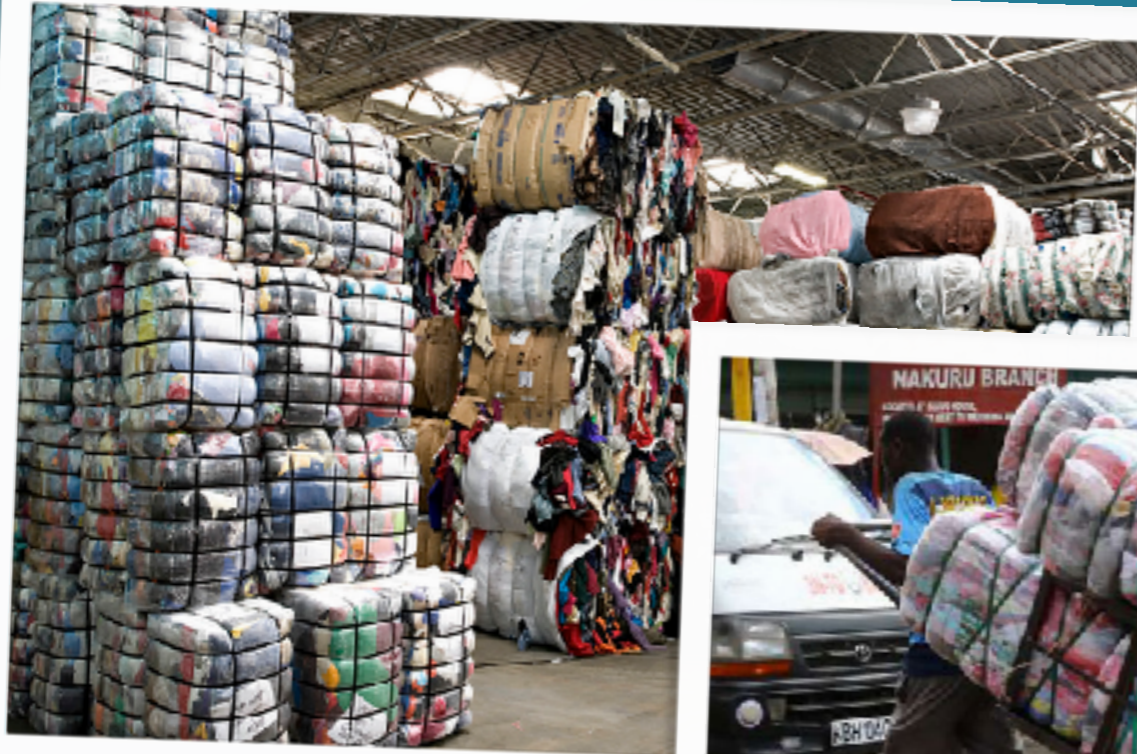
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In the 1960's to the early 1980's, the clothing and shoes industrial sector in East Africa was thriving and producing for both the local markets as well as the export market.

Over the years, the clothing and shoes manufacturing industries have collapsed with the emergence of an informal sector dealing in second-hand clothes and shoes (SHC).





"Ours is better than yours."



Ghana:
Broni wa wo (a white person has died)



Togo: Dead yovo clothing
(dead white people's clothing)

The used-clothing industry is Kenya's seventh largest import, raking in well over 60 million euros per year. Hundreds of thousands of African workers have lost their jobs as a result of these imports.

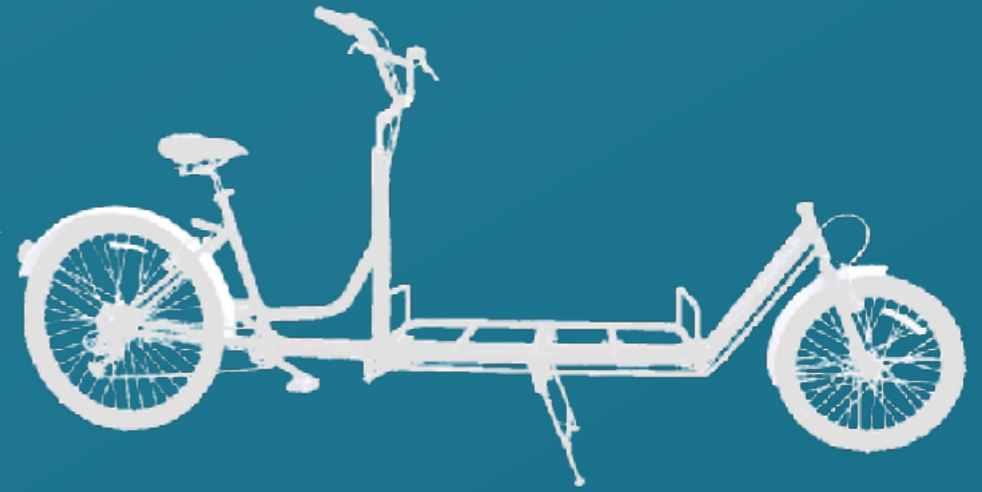
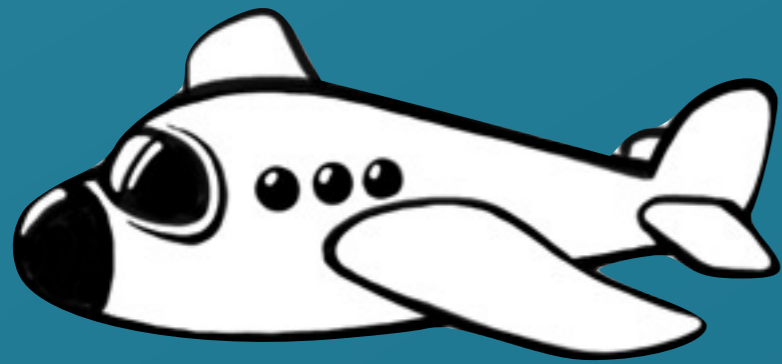


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**Is it ethical to
donate clothes?**



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the anxiety is real
the nudges don't make it easier
what is right?



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BANNING PLASTIC BAGS IS GREAT FOR THE WORLD, RIGHT? NOT SO FAST



Is plastic really worse than paper?

But advocates of these laws and journalists who cover the issue often neglect to ask what will replace plastic bags and what the environmental impact of that replacement will be. People still need bags to bring home their groceries. And the most common substitute, paper bags, may be just as bad or worse, depending on the environmental problem you're most concerned about.

That's leading to a split in the anti-bag movement. Some bills, like in Massachusetts, try to reduce the use of paper bags as well as plastic, but still favor paper. Others, like in New York City, treat all single-use bags equally. Even then, the question remains as to whether single-use bags are necessarily always worse than reusable ones.

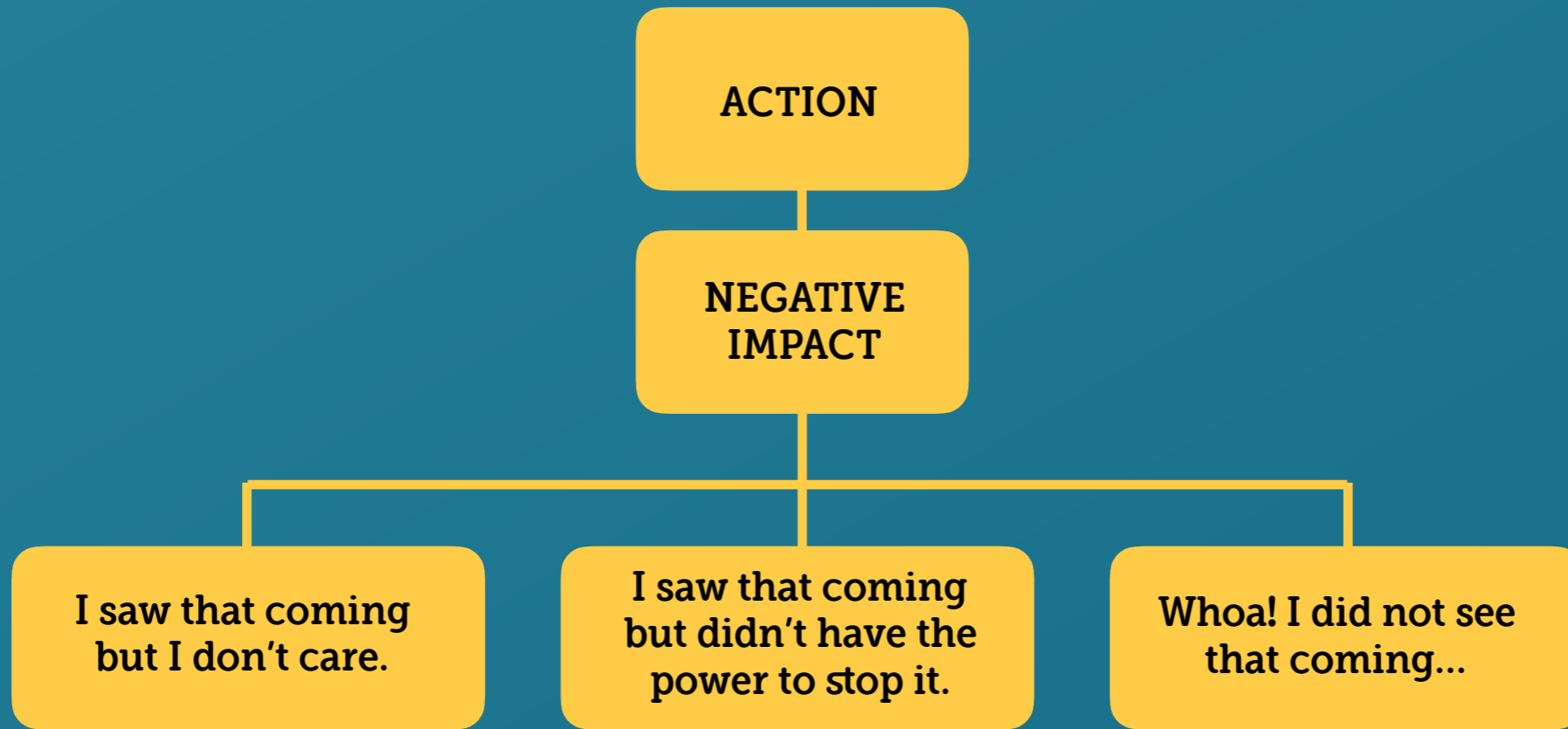
Studies of bags' environmental impacts over their life cycle have reached widely varying conclusions. Some are funded by plastic industry groups, like the ironically named American Progressive Bag Alliance. Even studies conducted with the purest of intentions depend on any number of assumptions. How many plastic bags are replaced by one cotton tote bag? If a plastic bag is reused in the home as the

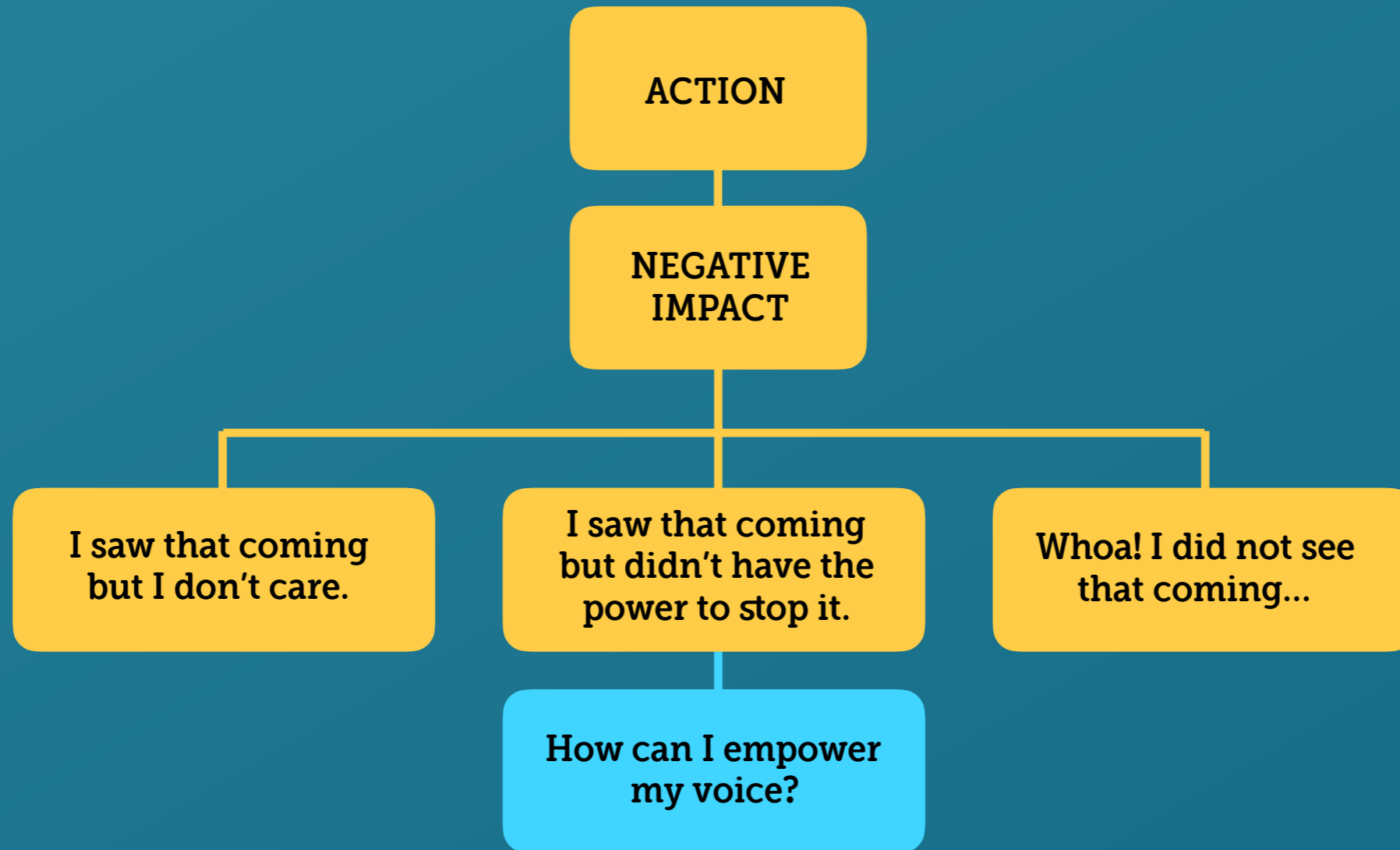


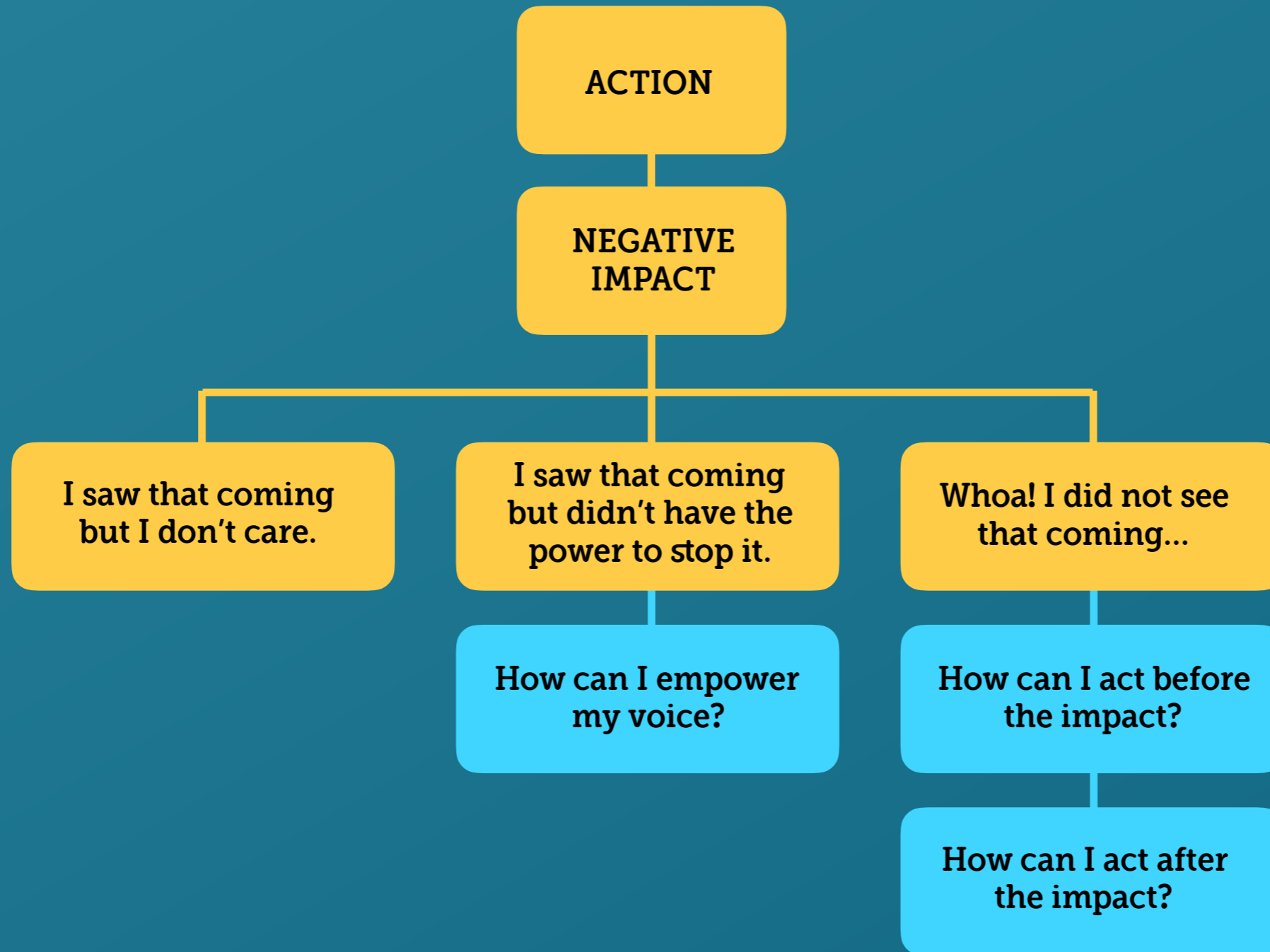
ACTION

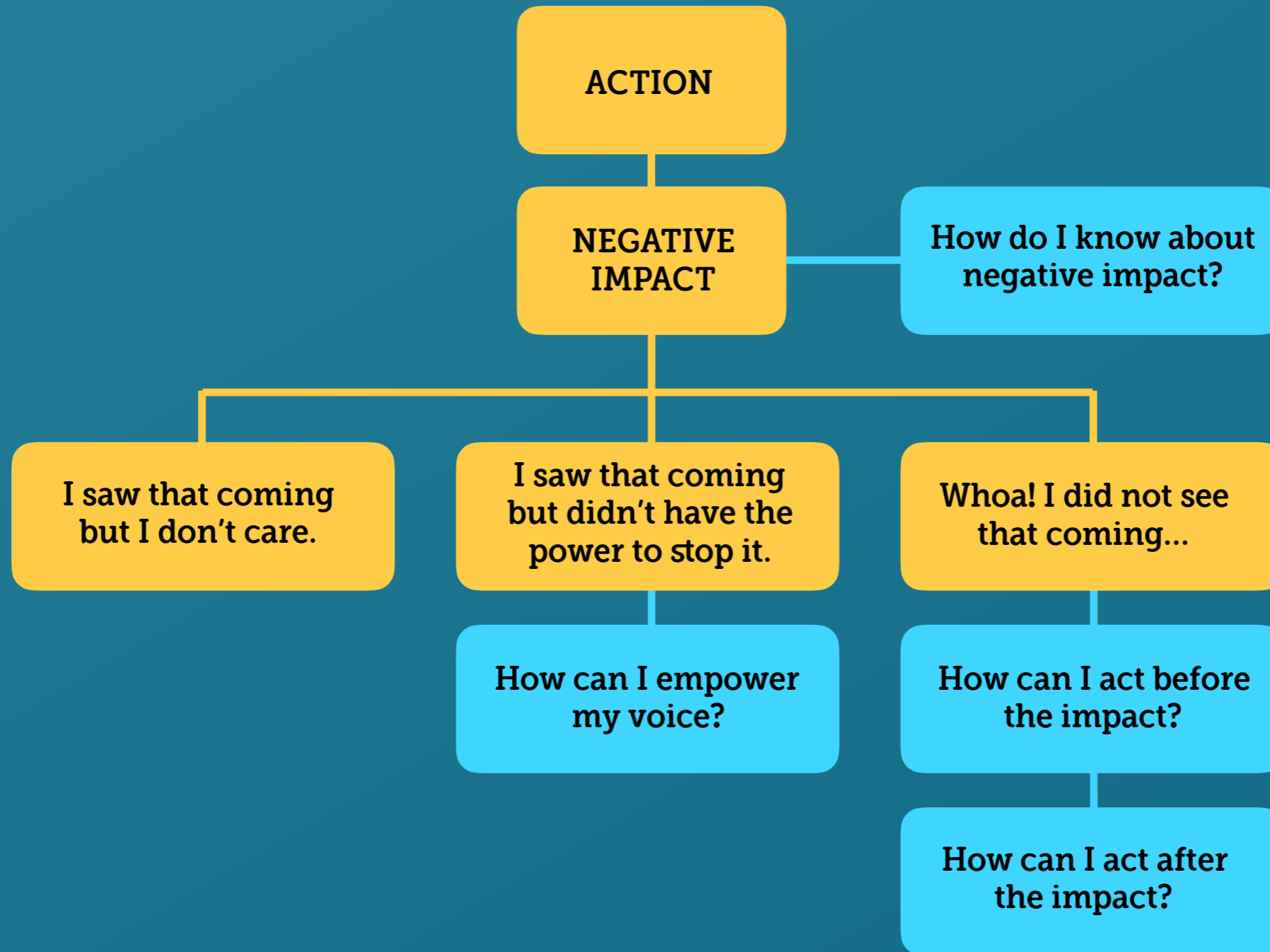
**NEGATIVE
IMPACT**











**How do I know about
negative impact?**

**How can I empower
my voice?**

**How can I act before
the impact?**

**How can I act after
the impact?**



**How do I know about
negative impact?**

Listen. Explore. Measure.

**How can I empower
my voice?**

Anticipate. Prepare. Pre-script.

**How can I act before
the impact?**

Inform. Make aware. Give time.

**How can I act after
the impact?**

Understand. Assume responsibility. Communicate.



How can people
get hurt?



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1) What problems does this design solve?



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1) What problems does this design **solve**?

2) What problems does this design **create**?



story



story



36 yo developer

1. person

social anxiety

2. goal/problem

AI therapist

3. encounter
design/solution/product

tries out exposure exercises

4. climax

makes new friend

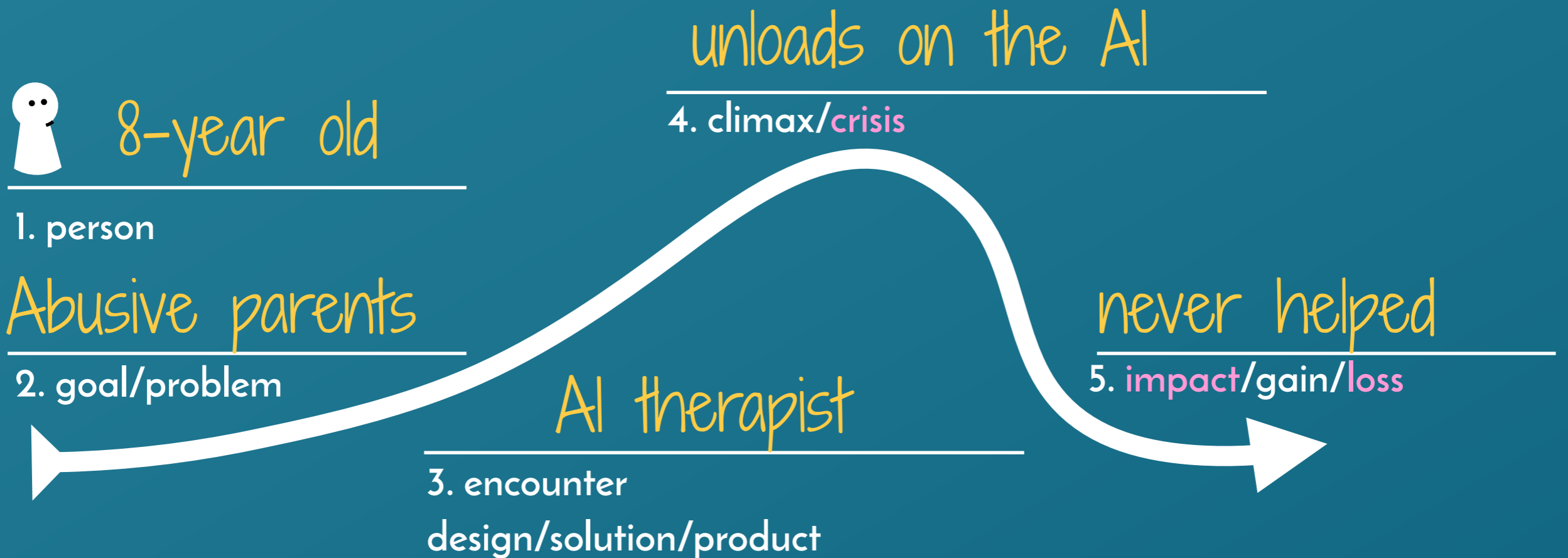
5. gain



the other story



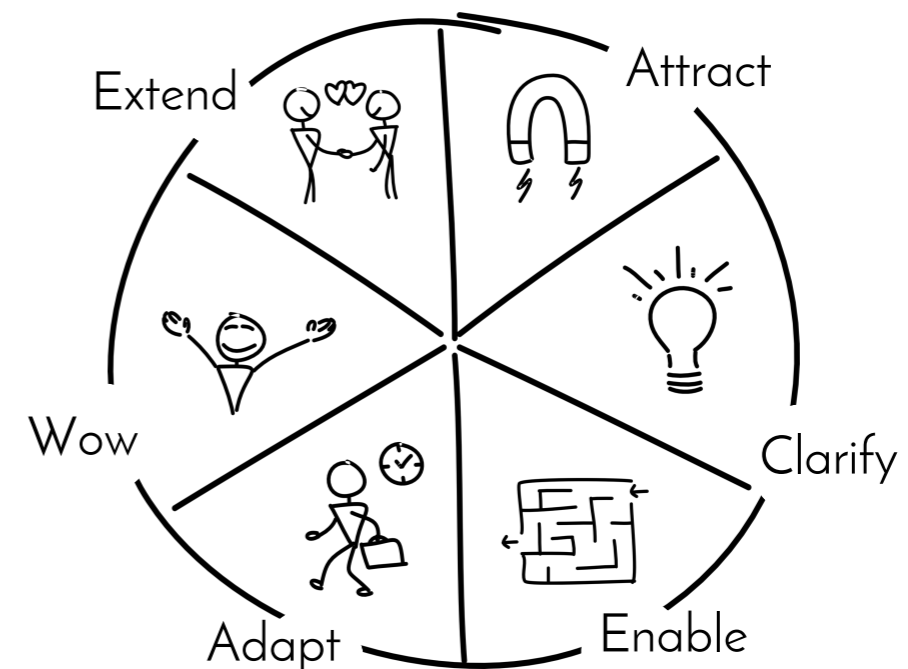
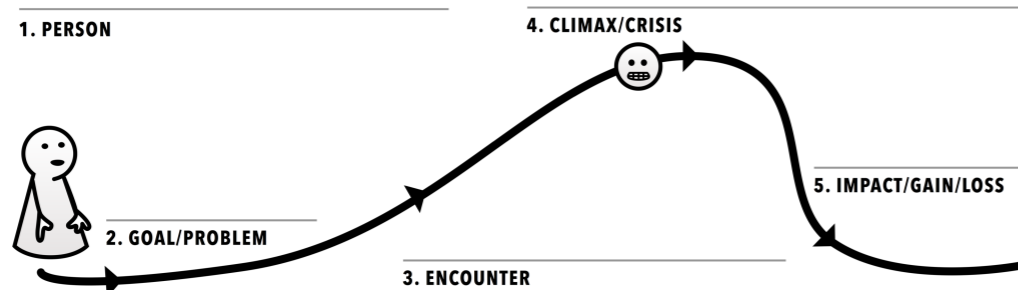
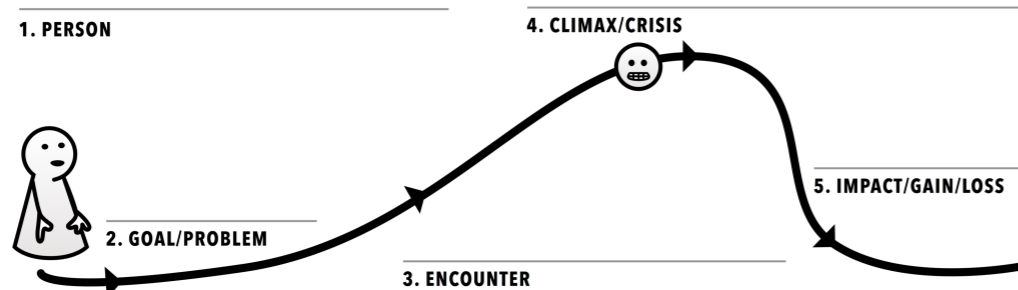
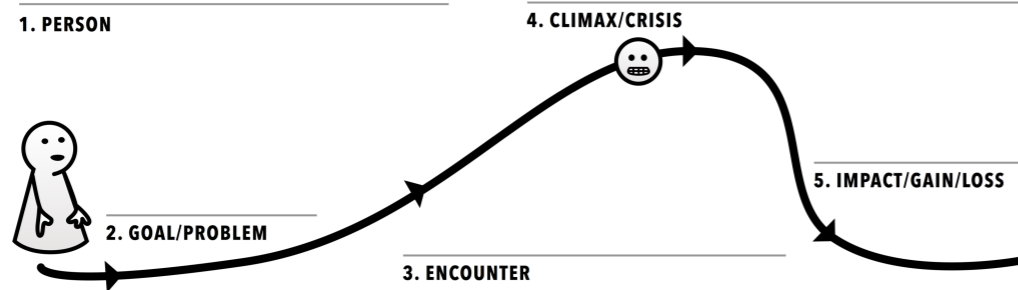
the other story

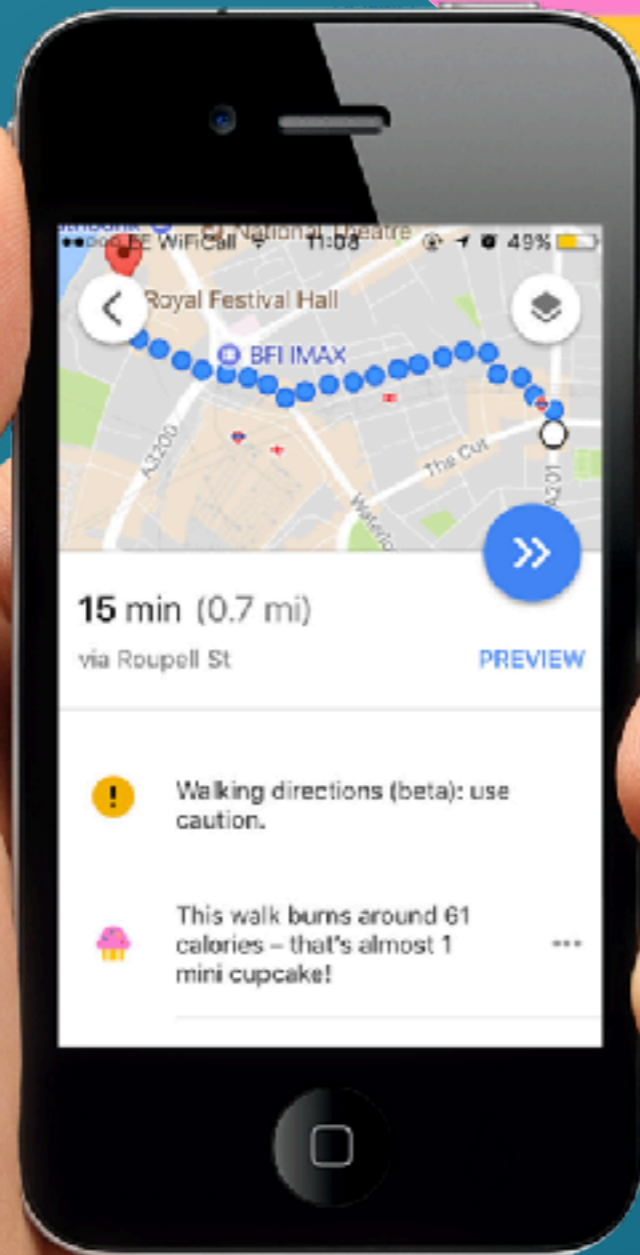


The Other Story

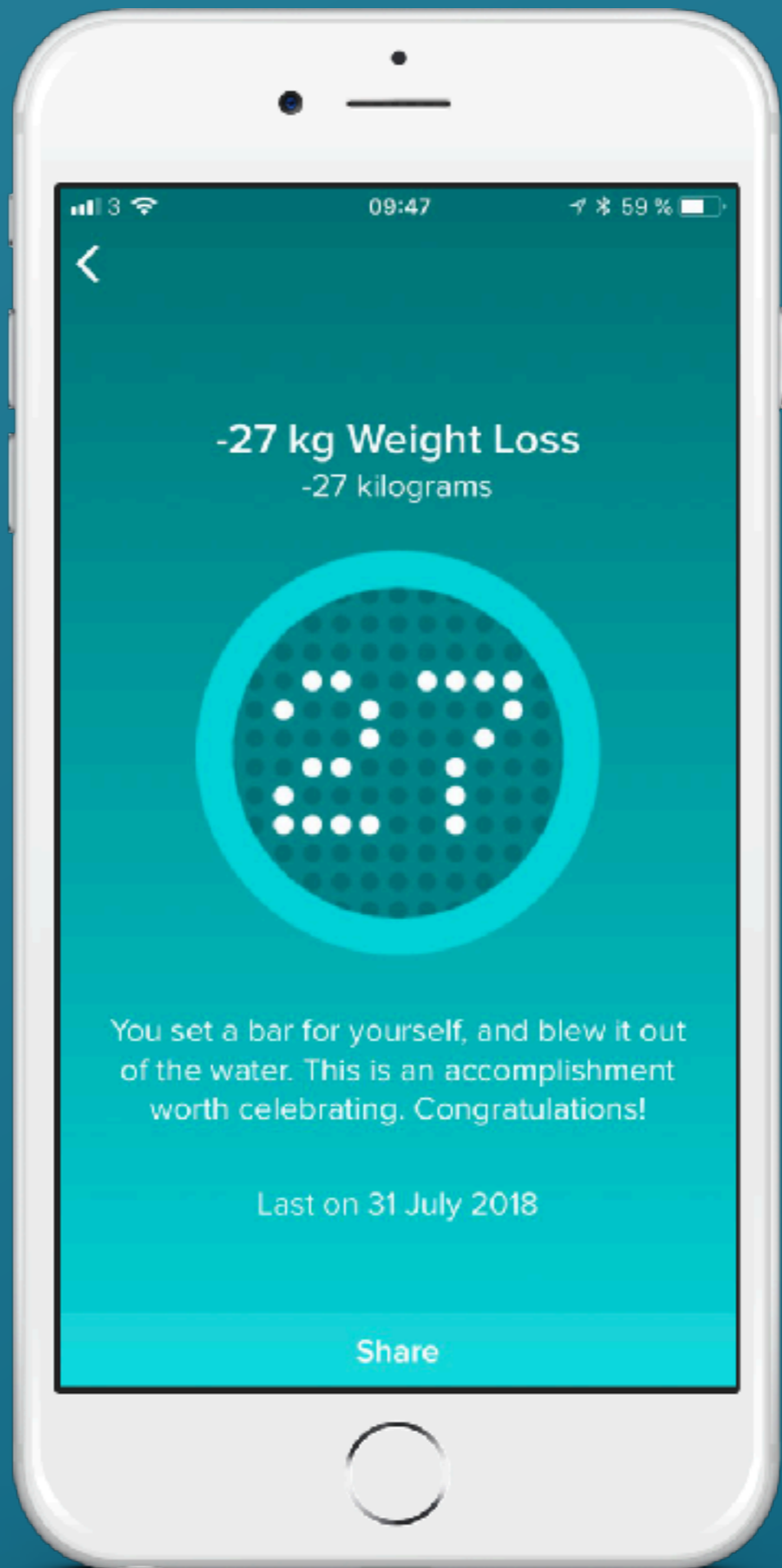
We love to map out the hero of our story and the success our service brings. But there is always another story. When you practice anticipating the harm before it happens, you will become better at preventing it.

Think about all the phases of your service and where things may go wrong. Map *the other story*.





This walk burns around 61 calories – that's almost 1 mini cupcake!



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The other story

Who

Ability divergent

Age disfavored

Appearance disfavored

Crime/distress endurer

Ethnic minority

Faith disfavored

Gender disfavored

Illness endurer

Non-citizen

Racism endurer

Social class disfavored

Sexuality disfavored

Fitness app

Product decisions

Notifications

Tone of voice (joking/serious)

UI Labels

Default values

Sharing

Human behavior / state

Going quiet

Being angry/hostile

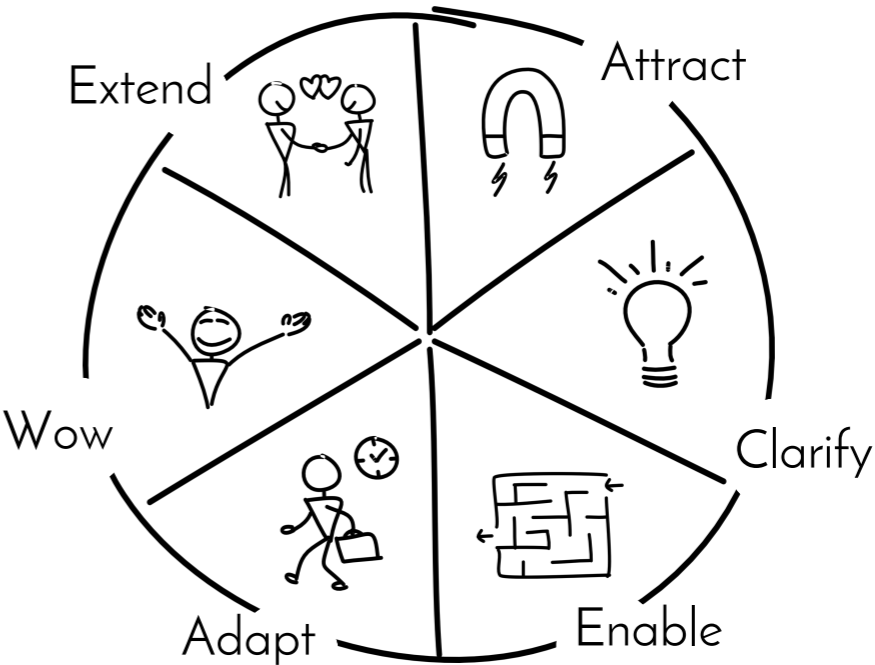
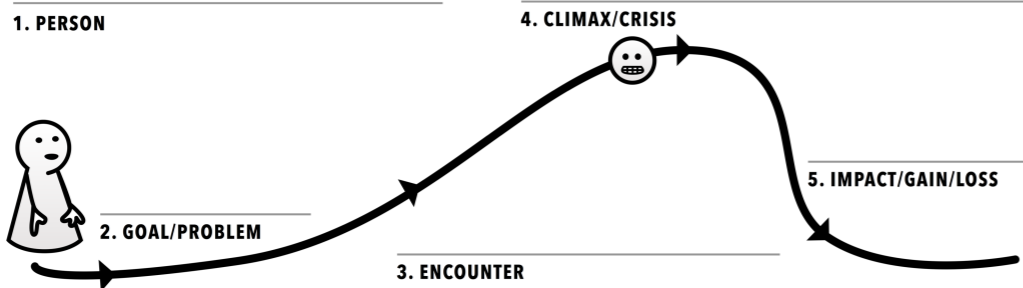
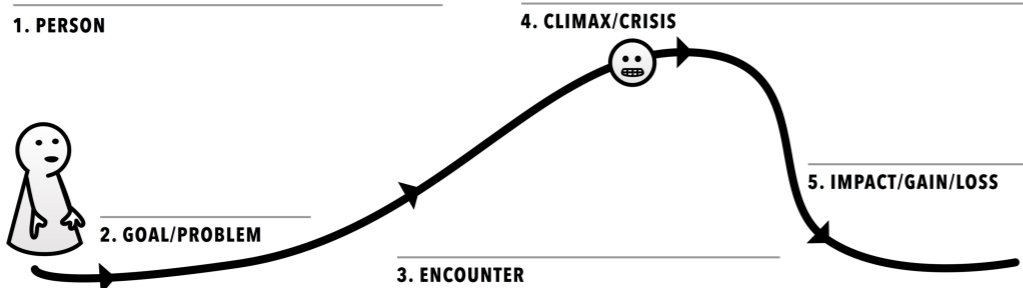
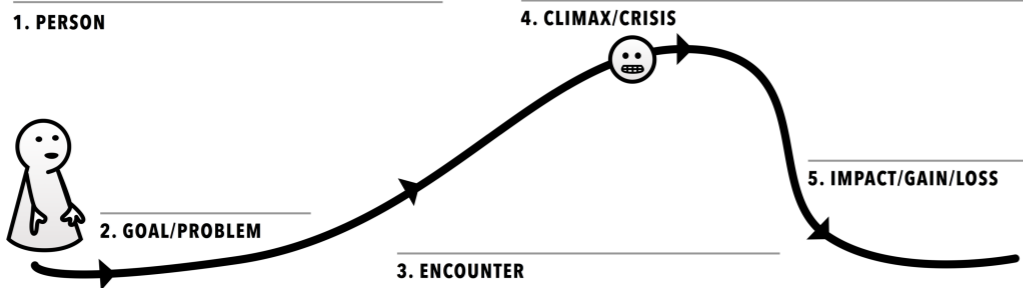
Major life event



The Other Story

We love to map out the hero of our story and the success our service brings. But there is always another story. When you practice anticipating the harm before it happens, you will become better at preventing it.

Think about all the phases of your service and where things may go wrong. Map *the other story*.



Let's talk about
friction



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A

B



@axbom



 **Buy now with 1-Click[®]**



@axbom

profit



buyer uses reptilian brain



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A loading time of 3 seconds or more leads to 40-50% of users abandoning their shopping cart.



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A loading time of 2 seconds or less means X% buy stuff they don't really want or need.



A loading time of 3 seconds or more leads to 40-50% of users abandoning their shopping cart.

A loading time of 2 seconds or less means X% buy stuff they don't really want or need.

A loading time of 3 seconds or more allows X% to make a considered purchase decision.



How you frame the problem will tell you if you are human-centric or organization-centric.



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SHARE



CLIVE THOMPSON BUSINESS 09.25.19 09:00 AM

WE NEED SOFTWARE TO HELP US SLOW DOWN, NOT SPEED UP



ZOHAR LAZAR

ONLINE COMMERCE HAS made it easier than ever to shop, right? Maybe too easy. A recent study by comparison-shopping site Finder revealed that more than 88 percent of Americans admitted to spontaneous impulse buying online, blowing an

GET WIRED
UNLIMITED
ACCESS +
A FREE YUBIKEY



MOST POPULAR



SCIENCE
First North Carolina Got a Hurricane. Then a Pig Poop Flood. Now It's a Coal As...



SCIENCE
The Science Behind Home Disaster Preparedness Kits Is a Disaster



SECURITY
John Deere Just Cost Farmers Their Right to Repair

MORE STORIES



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ONLINE COMMERCE HAS made it easier than ever to shop, right? Maybe too easy. A recent study by comparison-shopping site Finder revealed that more than 88 percent of Americans admitted to spontaneous impulse buying online, blowing an average of \$81.75 each time we lose control. Clothes, videogames, concert tickets. One in five of us succumb weekly. Millennials do it the most.

“The main emotion that people feel after this impulsive spending is regret,” says Jennifer McDermott, a consumer advocate for Finder. While it’s not an impartial estimate, Finder calculates that we spend more than \$17 billion on impulse buys—which is a lot of regret.

So McDermott’s team decided to help us rein in our impulses. They created **Icebox**, a Chrome plug-in that replaces the Buy button on 20 well-known ecommerce sites with a blue button labeled “Put it on ice.” Hit it and your item goes into a queue, and a week or so later Icebox asks if you still want to buy it.

Others have tried to inject friction into the hummingbird metabolism of social media. Entrepreneur Andrew Golis created This, an app used to post only one link a day. “The goal,” he tells me, was to encourage high-quality curation, “to create something that was like showing off your bookshelf, the things you really love.”

What unifies these experiments is that they encourage deliberation. Why am I buying this? Why am I reporting this “suspicious” incident? Friction engineering ought to be taught in computer-science and design schools everywhere.



Do you want the success of your
product to be determined by
how mindless you can make it?



@axbom

starting the program, guaranteed.

Just realize that this is the only time you will ever see this offer again. I simply have to limit enrollment to the dog lovers out there who want to enjoy their well behaved dog in public, and who crave the deep connection with their dog that only comes from this type of training...

Yes, I Want A Calmer Dog!

Add To Order w/ 1-Click

Click Here To Add 'Calm Dog Bootcamp' To Your Order For 50% Off



* Get instant access - even at 2am - Guaranteed!

-OR-

No thanks Chet, I'm content to never help my dog become as confident and happy in social settings as he can be, and don't want to invest the extra 10 minutes a day it'll take to teach it to him. I appreciate the offer, but I'll pass on your "Calm Dog Bootcamp" program.





Unlock the outdoors.

Get access to exclusive camping deals,
and the first look at new camps.



[No thanks, I'm not a fan of the outdoors.](#)



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MyMedic would like to send you notifications.

You'll be notified about the latest tips, sales, and discounts, so you and everyone you know can stay alive.

[no, I don't want to stay alive](#)

Allow

My Medic Gear is a huge value for the dollar, my kits has more gear than other competitors that cost much more.



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https://twitter.com/i_anic/status/1039127723388612609

Näringsliv

Telia takes court action against mentally ill woman.

A woman with a cognitive disability signed a contract with Telia - through the widely criticized sales company Phone Family. Despite her never making one phone call on the plan Telia is making a case against her in the district court.

– Telia hasn't had any real costs. I find it remarkable they don't back out, says the woman's legal counsel Johann Binninge.

Av Jan Majlard

4 okt, 2015

Spara artikel



149 delningar



Foto: Colourbox.

Foto: Colourbox.



Ask a psychiatrist

1177 VÅRDGUIDEN E-tjänster Inställningar Logga ut
Inloggad som Andrea Antananarivo

Meddelanden

- Inkorg
- Påminnelser

Vårdval [Lägg till och ändra](#)

- Trädgårdstorgets vårdcentral
- Barnvårdscentralen Ringdansen, Cityhälsan Söder

Övriga tjänster

- Journaltjänster
- Läkemedelstjänster

Meddelanden

- 17 juni 2015 kl. 10:30
Trädgårdstorgets vårdcentral
- 26 juni 2015 kl. 10:30
Trädgårdstorgets vårdcentral

Mottagningar [Hitta och lägg till](#)

- Capio Psykiatri Linköping
- Käkkirurgi Druvan, Kätkliniken US

Landstinget/regionen rekommenderar

- Beställ klamydiatest**
- Fråga psykiatri
- Fråga sjukvårdsrådgivningen

Ring supporten 08-123 135 00 Mejla supporten Läs mer om e-tjänster Webbarta

[1177 Vårdguiden](#) — En tjänst från Sveriges landsting och regioner

[1177 Vårdguiden](#) — En tjänst från Sveriges landsting och regioner



Buying milk online

6 for 70kr



Mellanmjölk EKO/KRAV 1,5%
1l Arla

12,95 kr

Jmf.pris 12,95 kr/l

6

st



Köp



Protein Mjölkdryck Choklad
0,6% 5dl Arla

17,95 kr

Jmf.pris 35,90 kr/l

1

st



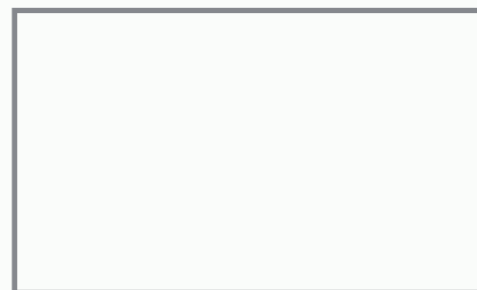
Köp



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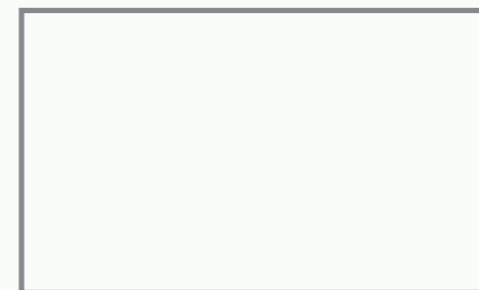


**We are extremely unique and different from our competitors
by having a website that looks exactly the same.**



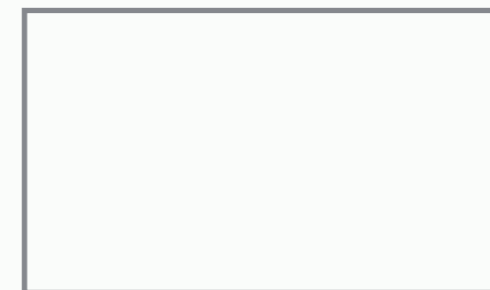
Always.

We could have four columns. But everyone else has three.



Three.

Feeling creative we added pic of smiling woman here.



Columns.

Yup, the website layout says we can offer only 3 services.



**A higher conversion rate
is not equivalent to
"better for the person".**



It is the responsibility of UX professionals to help decide

when it is better to NOT pursue the higher-performing option in an A/B-test.





**KEEP
CALM
AND
GO FOR A
FIKA**



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Adding friction



08 NOV 2017 RESEARCH & IDEAS

Handgun Waiting Periods Prevent Hundreds of Homicides Each Year




@axbom

<https://hbswk.hbs.edu/item/handgun-waiting-periods-prevent-hundreds-of-homicides-each-year>

Contextual disclosure

Upload



[Add more images](#)

[Cancel upload](#)

Note!

This photo contains map coordinates of the location the photo was taken. Our service will remove this information from the photo so that it is unavailable to others on platform X.

Location information will be saved in our database so that we may provide more relevant ads for you.

Do not show again.

[OK](#)

[Tell me more.](#)

[Edit privacy settings for images.](#)



Incremental deblurring

Chat with Eddie G Plant

Hey!

Hello?

Check this out!



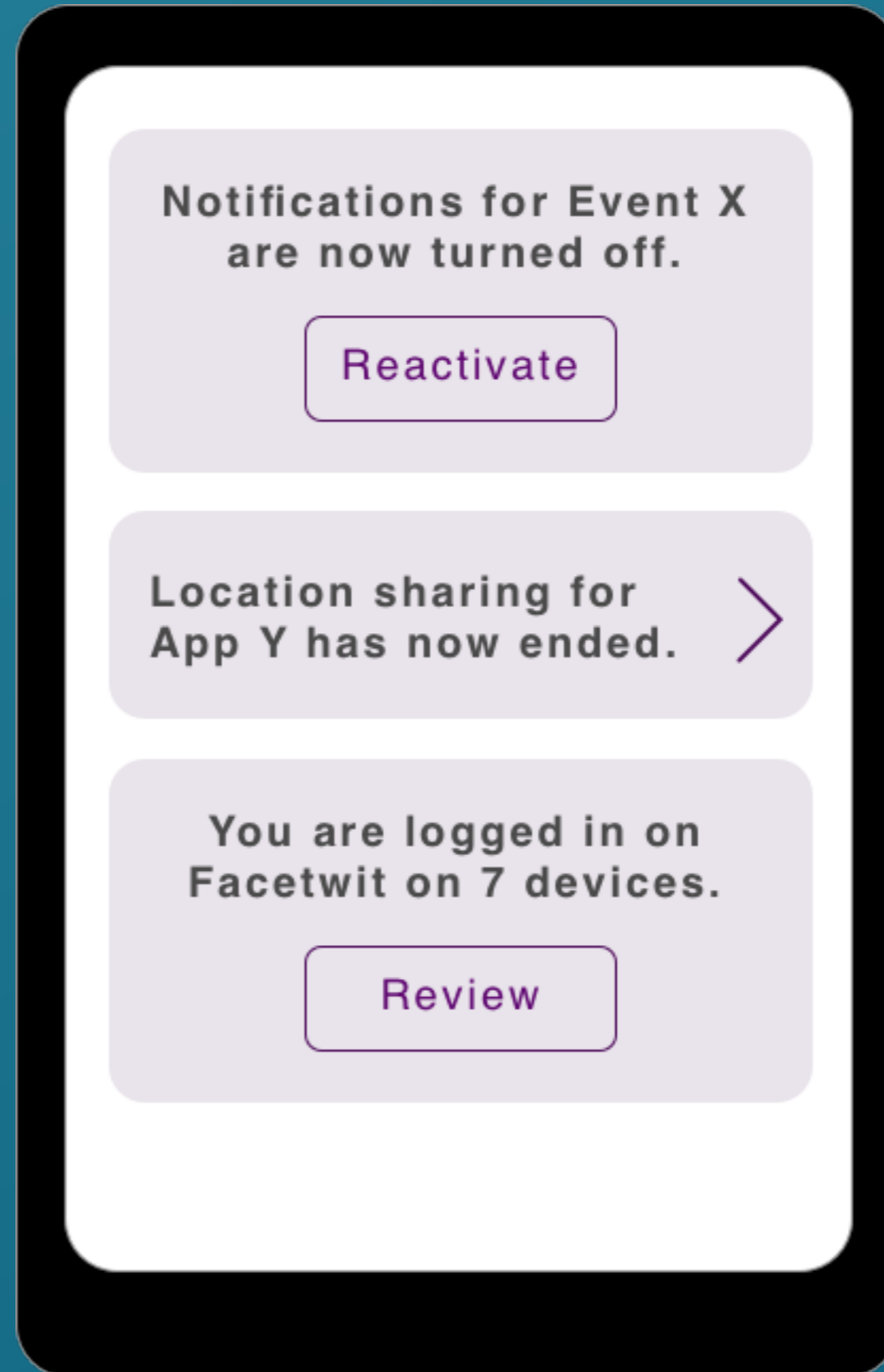
Image received. Click on image to deblur or select option below.

[Always show images from this sender.](#)

[Block](#) | [Block and report.](#)

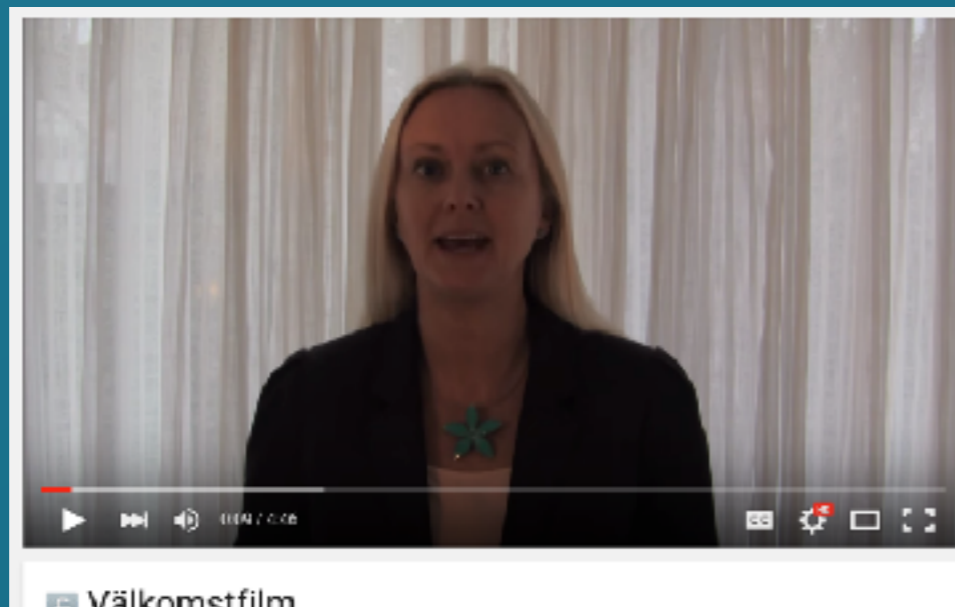


Awareness alerts



You will find the password by reading the [welcome information](#) carefully.

In [this film](#) you will find the password for logging in to the booking system, 5 small characters. Your username is in the confirmation e-mail.



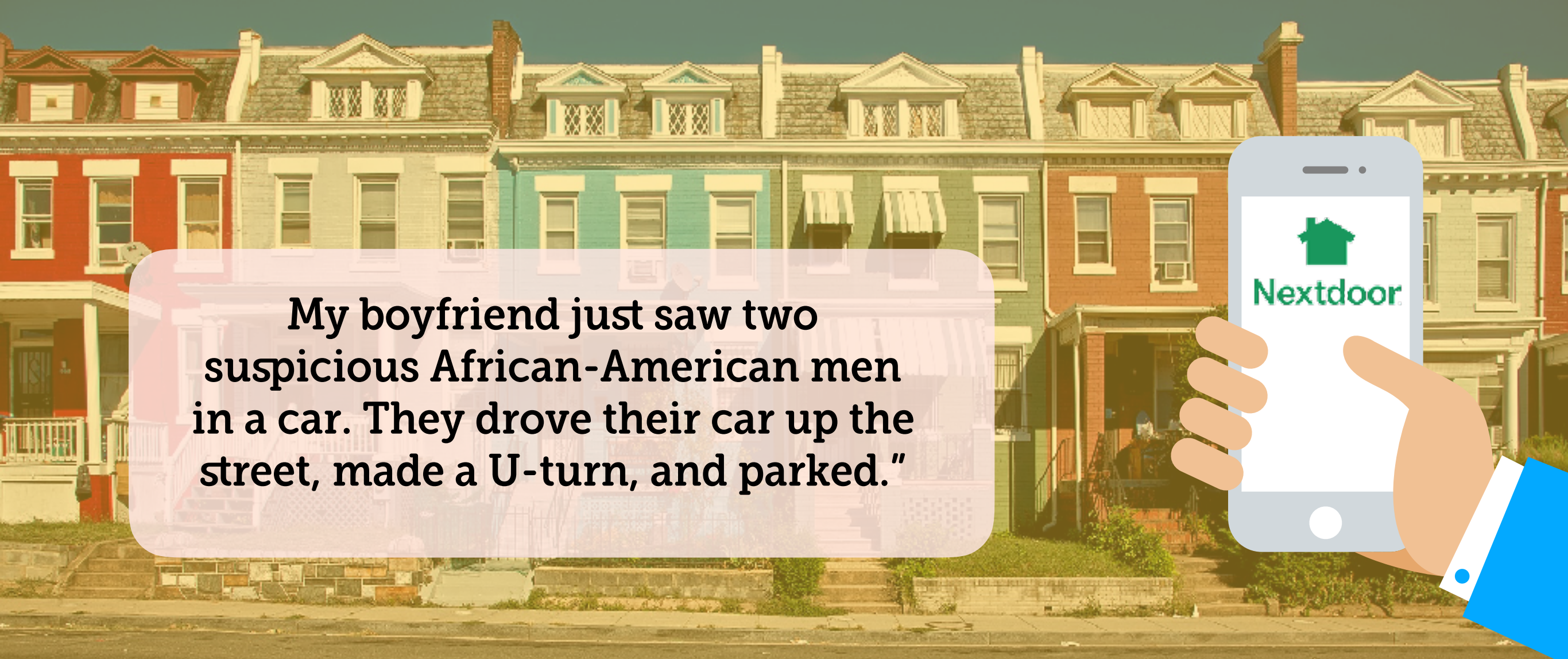
Code of conduct explained whilst giving out one letter of the password every thirty seconds.



Friction creates **loyal, active**
and **serious** relationships.



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My boyfriend just saw two suspicious African-American men in a car. They drove their car up the street, made a U-turn, and parked."

The private social network for your neighborhood.

Imagine having to realize that the platform you built to bring communities closer is in fact creating great divides within them.



@axbom



"I'm a person of color so it really cut deep. We hated the idea that **something we built would be viewed as racist...** I hadn't seen it in my own neighborhood's Nextdoor and so didn't realize it was an issue for us. Once I got past that, I was powered by the challenge to do something about it."

Nirav Tolia, CEO of Nextdoor



How NextDoor managed negative impact



- ✓ Listening
- ✓ Assuming ownership
- ✓ Transparency
- ✓ Positive friction
- ✓ Leadership buy-in



Describe a person



ASK YOURSELF

What details can I add that will help distinguish this person from other similar people?



Describe clothing from head to toe. Police say this is the most helpful to neighbors (and helps avoid suspecting innocent people).

When race is included, you must include at least 2 of the highlighted fields. [\(Why?\)](#)

Hair:

black



Top:

Shirt, jacket, color, style...

Bottom:

Pants, skirt, color, style...

Shoes:

nike

Now give the other basics

Age:

Build:

Race:

latino

Back

Add this person



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Why friction?

- Error prevention
- Prevent misuse
- Stop people who will not benefit
- Filter out “bad” users
- Build skills
- Build knowledge
- Encourage self-reflection
- Focus on goal fulfilment, not task completion





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CAN MARK ZUCKERBERG FIX FACEBOOK BEFORE IT BREAKS DEMOCRACY?

The most famous entrepreneur of his generation is facing a public reckoning with the power of Big Tech.

By Evan Osnos

«Zuckerberg used to rave about the virtues of “frictionless sharing,” but these days Facebook is working on “imposing friction” to slow the spread of disinformation.»



Adding friction

Fitness app

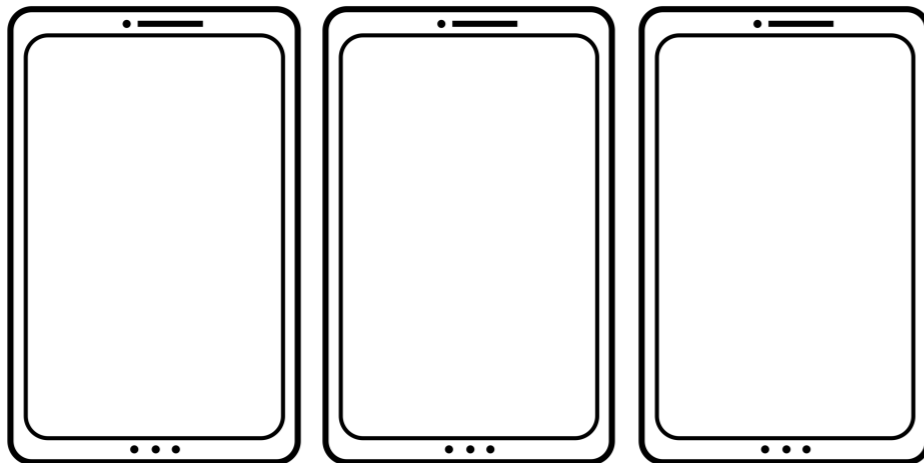


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Adding friction

By adding friction, essentially forcing people to think and reflect before moving forward, we are empowering them to make decisions that are aligned with their personal goals.

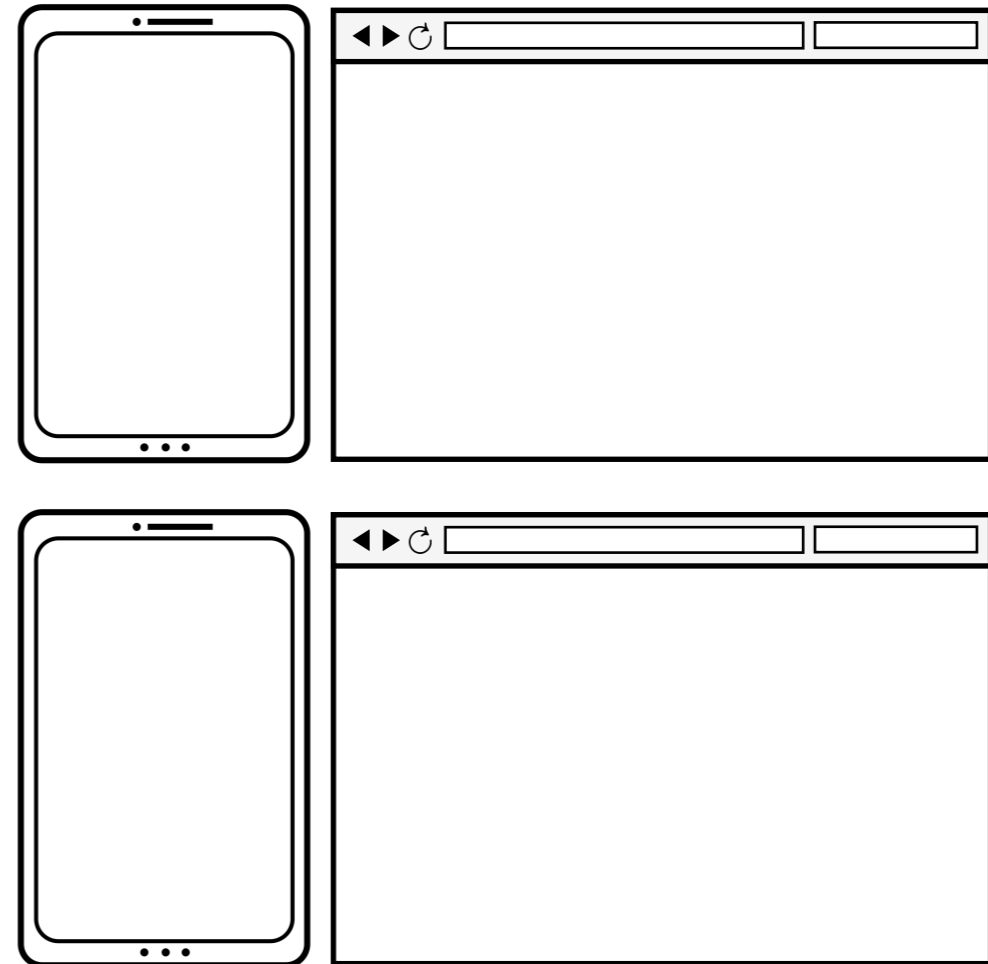
- What information do they need?
- What do they need to understand?
- How is their data used?
- How could they misunderstand?
- What should they know about themselves?
- How could others hurt them?



8

Think about how participants may be harmed. Use the templates to sketch ideas for adding friction that will minimize the risk for potential negative impact.

- align expectations
- educate
- empower
- protect
- prevent
- shift focus
- think-design



9



The bigger picture



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“The design industry is part of the problem. There is an idea that we constantly have to produce new things. The industry is oriented around launches and designing a new one and another new one.”

– Florian Idenburg, principal of SO-IL



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The legacy of city planner Robert Moses



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https://www.washingtonpost.com/local/trafficandcommuting/female-dummy-makes-her-mark-on-male-dominated-crash-tests/2012/03/07/gIQANBLjaS_story.html?utm_term=.1c263f679e89



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Prejudice that causes negative impact

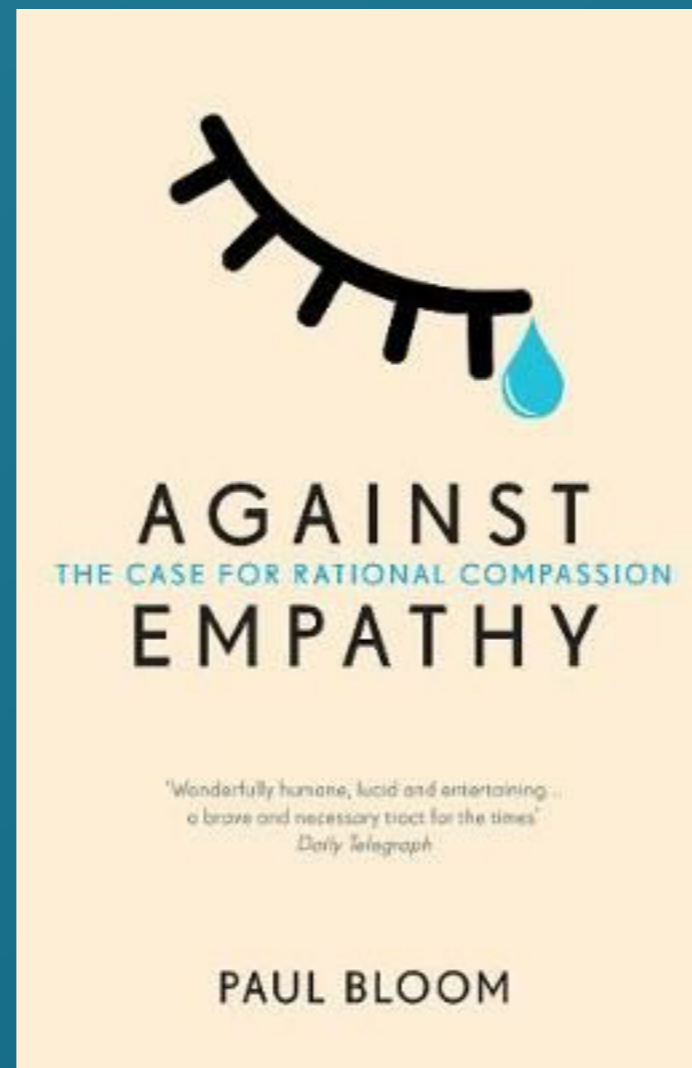


is already woven into the fabric of the Internet.

If you don't take a stand and make considered choices for change, minorities and underserved groups will keep being hurt.



We talk a lot about empathy in UX
but we rarely talk about how
empathy itself is prejudiced.



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**People who are already being hurt
are the ones who are most likely to
get hurt by your design.**

Reasoned compassion can be
considered a much more reliable guide
to moral behavior than empathy.





Who?

- Ability divergent
- Age disfavored
- Appearance disfavored
- Crime/distress endurer
- Ethnic minority
- Faith disfavored
- Gender disfavored
- Illness endurer
- Non-citizen
- Racism endurer
- Social class disfavored
- Sexuality disfavored



What?

- Environment
- Esteem
- Finance
- Health
- Privacy
- Relationships
- Safety
- Self-actualization
- Self-worth
- Social belonging
- _____



How?

- Dangerous defaults
- False assumptions
- False expectations
- Excluded by design
- External pressure
- Lack of choice
- Lack of knowledge
- Lack of understanding
- Sensory overload
- Time constraints
- _____





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- Ethnic minority
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How?

- Dangerous defaults
- False assumptions
- False expectations
- Excluded by design
- External pressure
- Lack of choice
- Lack of knowledge
- Lack of understanding
- Sensory overload
- Time constraints
- downward-spiralling
algorithms



Usable

Gender

- Female
- Male

Accessible

```
<fieldset>  
<legend>Gender</legend>  
<input type="radio" name="gender" value="male" id="gender_female">  
<label for="gender_female">Female</label>  
<input type="radio" name="gender" value="male" id="gender_male">  
<label for="gender_male">Male</label>  
</fieldset>
```

Inclusive

Gender

- Female
- Male
- Other
- Rather not say

Avoiding harm and contributing to well-being means respecting and accepting humans as they are, and empowering them to be who they are. For you as a designer this means a willingness to explore many paths to find one that will support a positive outcome for the people you impact. In design there are always many answers to the same question. Just make sure you're asking the right one.

Sustainable

Gender (optional)

Start typing to reveal suggestions. Add as many as you wish.

Personal

What pronoun do you prefer?

-
- They/them/theirs
- She/her/hers
- He/him/his

Informed

Gender (optional)

Start typing to reveal suggestions. Add as many as you wish.

 [Why are we asking this?](#)



The chlamydia home test kit

 female

 male



The chlamydia home test kit

 vagina

 penis



The chlamydia home test kit



vagina



penis

A United Nations fact sheet estimates that up to 1.7 per cent of the population “is born with intersex traits”.



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My name is Per and I am a white man. I am a middle-aged, cisgender, privileged designer with a boatload of prejudice.



I am not a person you should trust for answers.

I will never get inclusion on my own. No matter who my friends are. I need to work hard to include a diverse mix of people in the design process. And I need to listen for negative impact all the time.

**I love my job but I need to love people first.
Because my ability to assess risk is greatly impaired.**



The Inclusive Panda



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(non-participants)

excluded

unwanted

participants

included



@axbom

People who benefit from the solution but no effort is placed into designing for them.

(non-participants)

People you do not want using the solution. They could get hurt, or they could hurt others.

excluded

unwanted

participants

included

People who manage to use the solution anyway but could be thrown out any time.

People who manage to use the solution anyway, putting themselves and others at risk.

The people you are intentionally designing for, measuring and following up on.

A segment of the people you are intentionally designing for but who are still experiencing negative impact.



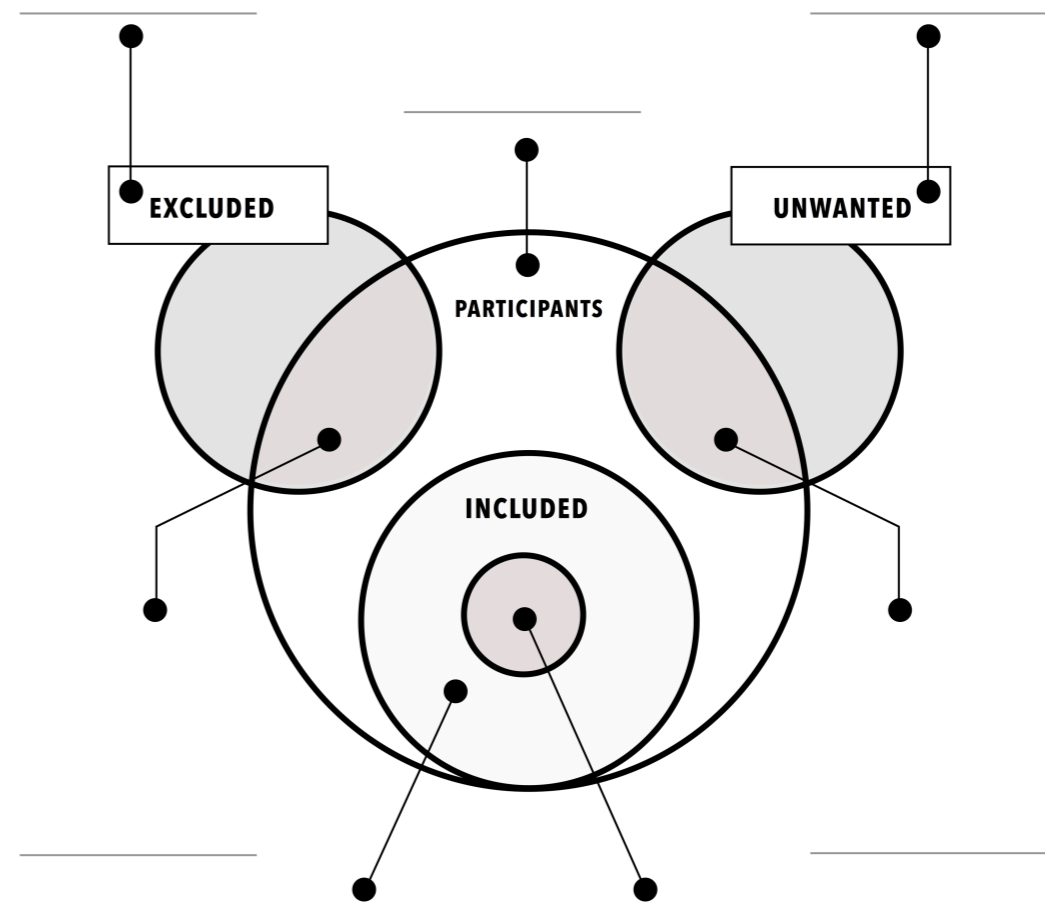
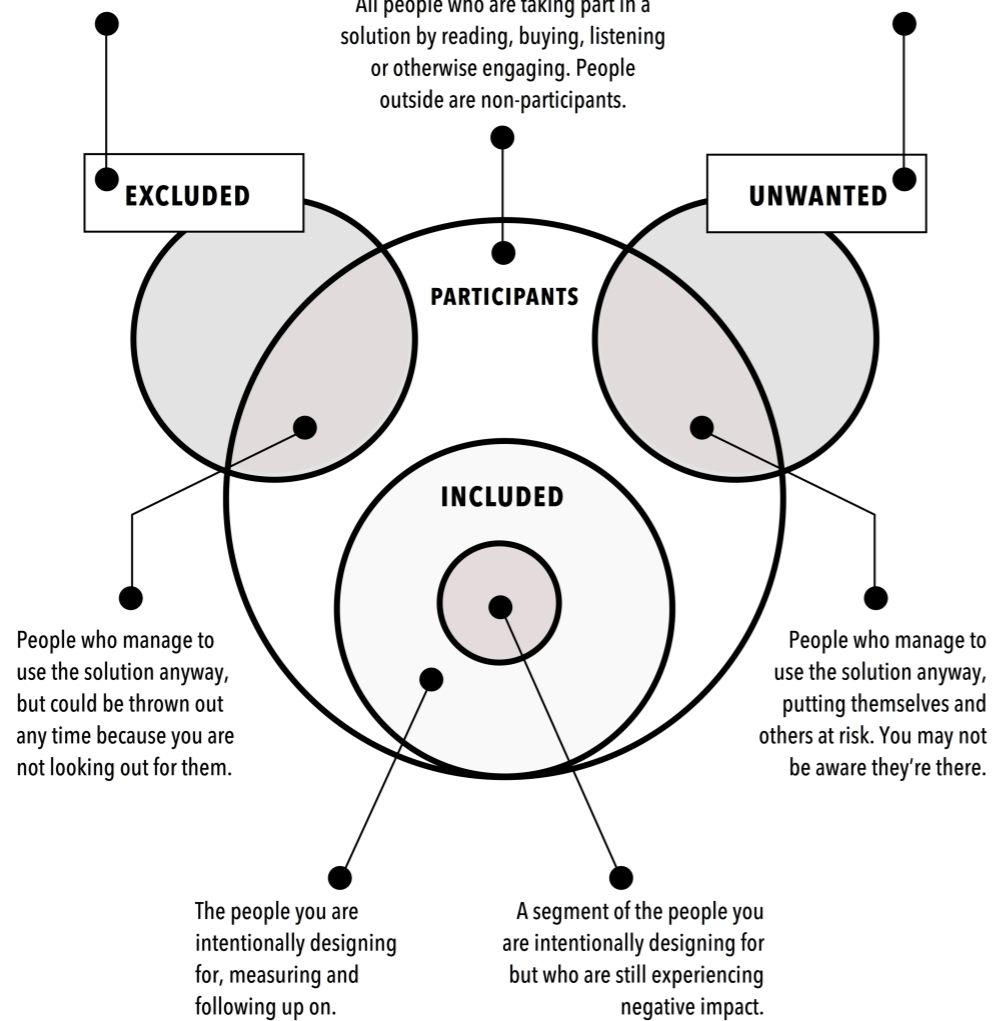
@axbom

The Inclusive Panda

People who may benefit from the solution but no effort is placed into designing for them.

People you do not want using the solution. They could get hurt, or they could hurt others.

All people who are taking part in a solution by reading, buying, listening or otherwise engaging. People outside are non-participants.



Impact



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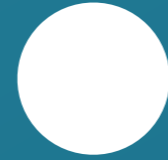
ACTION



OUTPUT



OUTCOME



IMPACT



@axbom

ACTION



OUTPUT



1st order



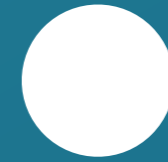
OUTCOME



2nd order



IMPACT



3rd order



@axbom

ACTION



OUTPUT



1st order



OUTCOME



2nd order



IMPACT



3rd order

A. Eat chocolate



Energy boost



Hungry again



Addiction

B. Work out



Exertion/pain



Improved physiology



Better at work

C. Donate clothes



Feel better,
can buy new



Cheap clothes
for poor



Repressed
self-sufficiency

D. Recycle



Recycling space
at home



Visit recycling
station regularly

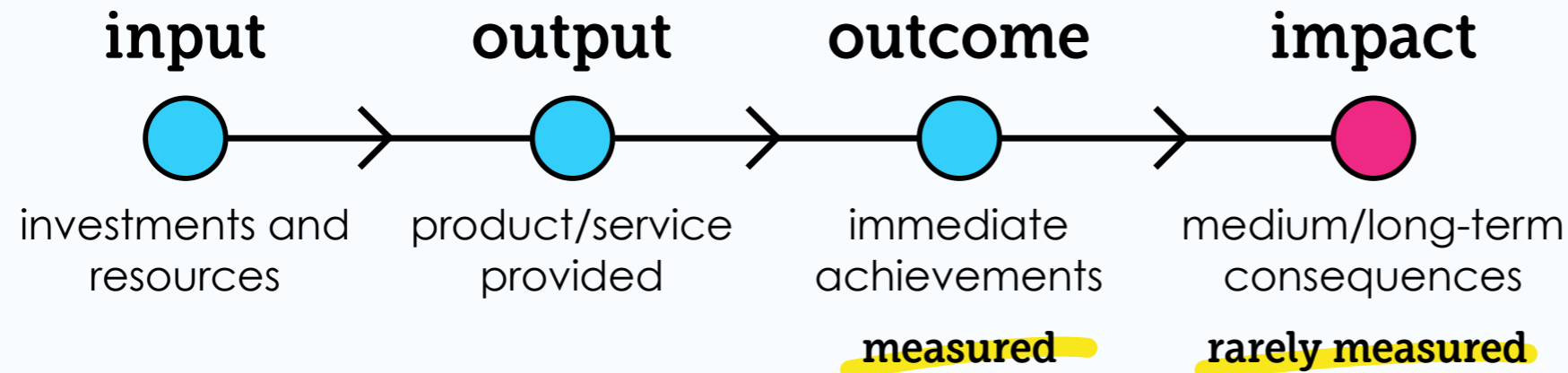


Waste reduced



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Impact represents an intended or unintended significant change that affects people on an individual or societal level.

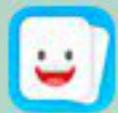


- cultural
- economic
- environmental
- health / well-being
- political
- scientific
- social
- technological

The best way to adopt an ethical mindset is to include impact risk assessment in your work.



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TINYCARDS

5m ago

These reminders don't seem to be working.
We'll stop sending them for now.



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https://twitter.com/wesley_noble/status/1044305330065342464?s=12

WHO could be harmed? (traits)

WHAT could happen? (impact)

HOW **harmful** would that be?*

MINOR   MAJOR

HOW much is our **fault**?

MINOR   MAJOR

HOW **likely** is it to happen?

MINOR   MAJOR

HOW **vulnerable** is this group of people? (**burdened**)

MINOR   MAJOR



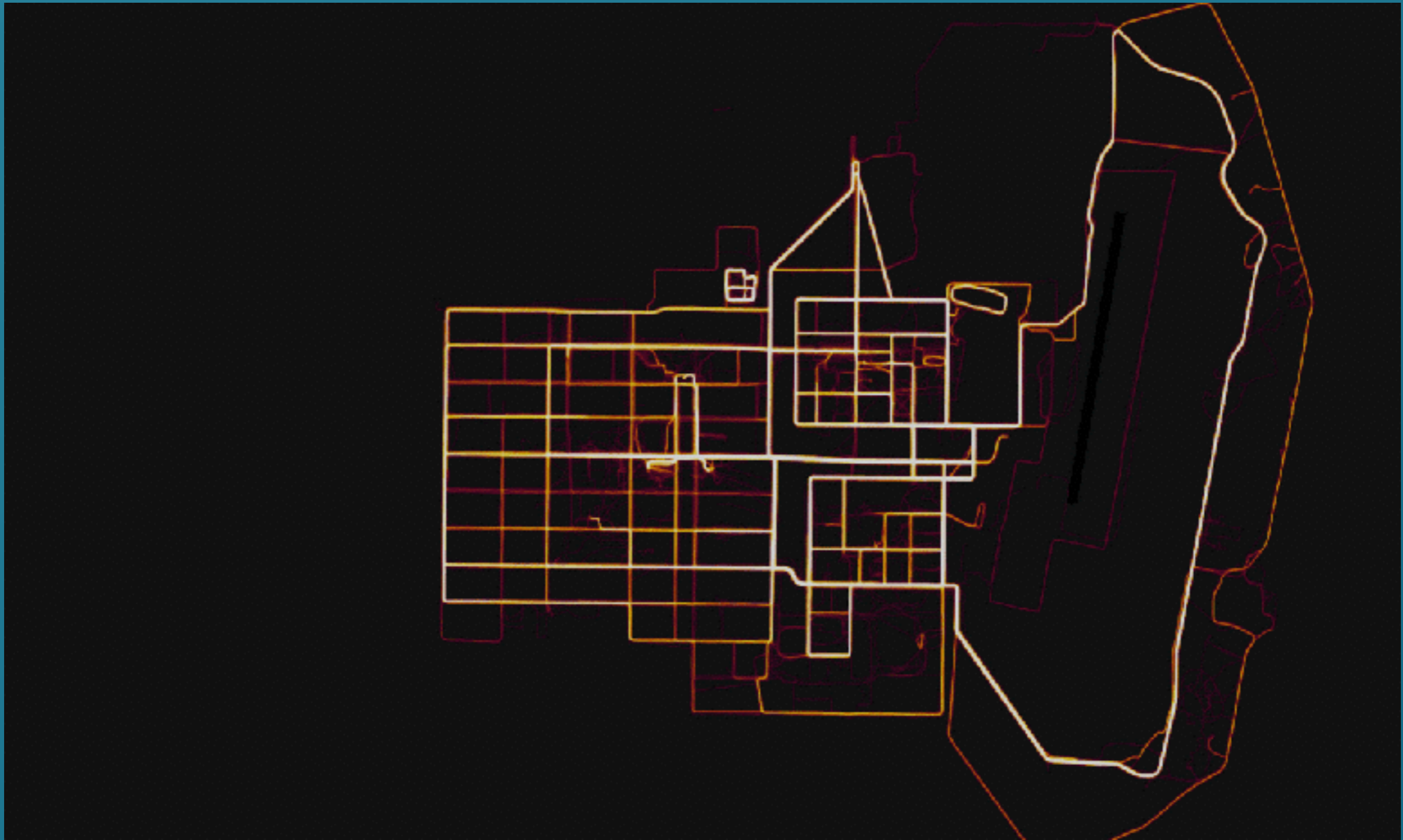
Using a fitness app taught me the scary truth about why privacy settings are a feminist issue

 By Rosie Spinks · August 1, 2017

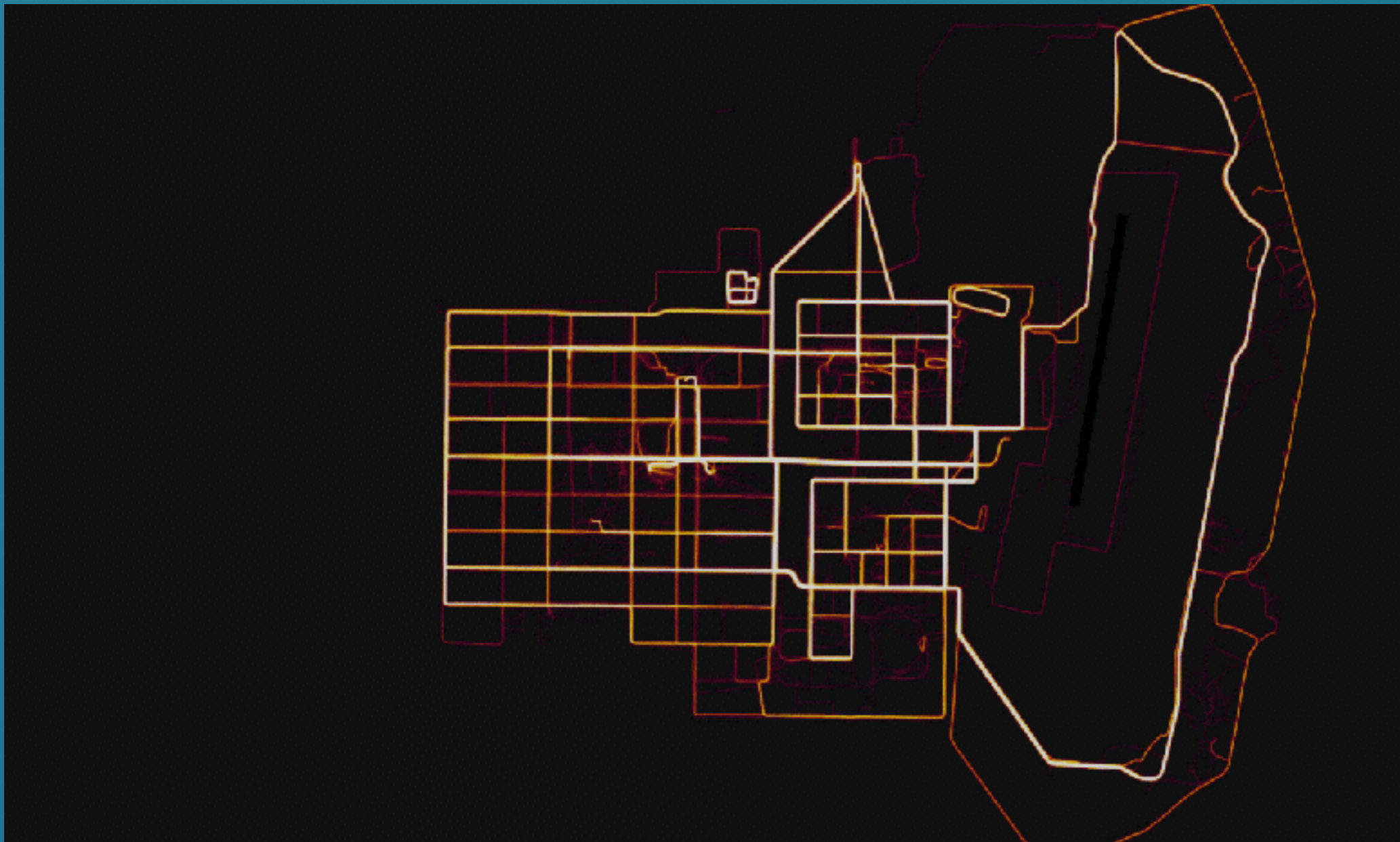
After I'd completed my usual 5-kilometer loop near my London flat, a stranger I didn't know "liked" my workout—even though I had enabled stricter privacy settings, which I thought would shield my workouts from public view. This happened several more times while I jogged the same route, and then again when I was on vacation in Barcelona. Alarmed at the idea of that strangers could see the routes I run on two or three times a week, I embarked on an investigation into the privacy settings of Strava. What I learned wasn't reassuring for an urban woman—or anyone concerned about location-based privacy.

This meant that if I ran a particularly fast 200-meter segment in the park, landing me temporarily on a Leaderboard, anyone who was examining that segment in the app—whether or not I've allowed them to follow me—could see my workout that day. Troublingly, this also would allow them to see my first and last name and the photo attached to my profile.





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Fitness tracking app Strava gives away location of secret US army bases



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<https://www.theguardian.com/world/2018/jan/28/fitness-tracking-app-gives-away-location-of-secret-us-army-bases>

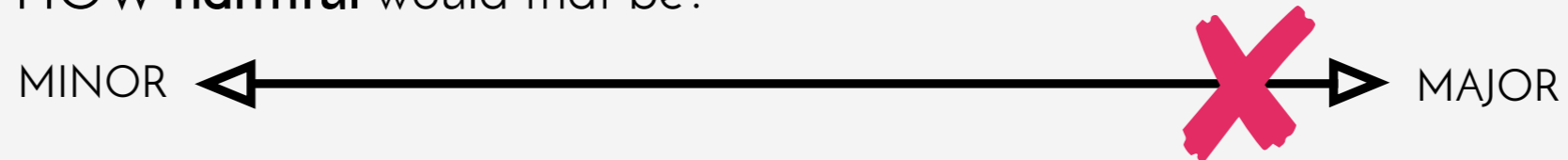
WHO could be harmed? (traits)

People who want to keep their location a secret

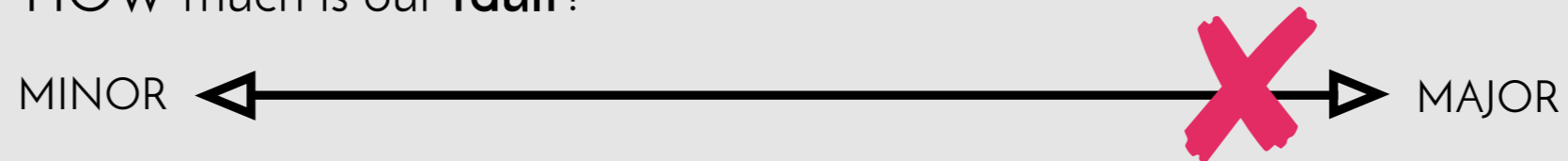
WHAT could happen? (impact)

Stalkers could find them and harass them / hurt them

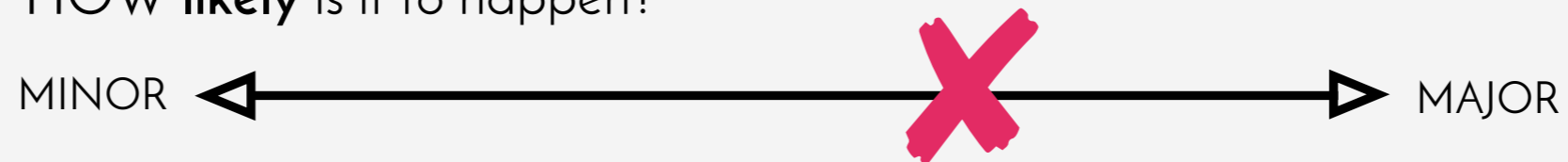
HOW **harmful** would that be?*



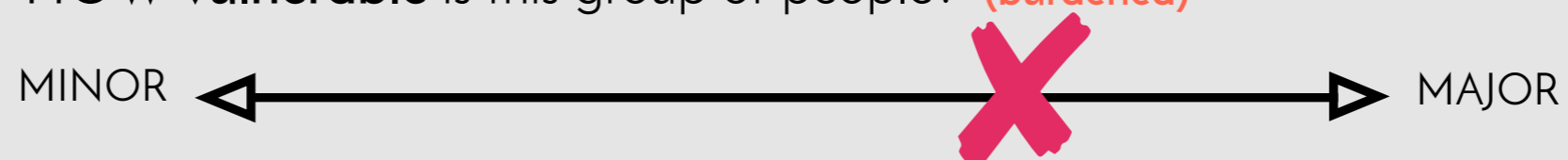
HOW much is our **fault**?



HOW **likely** is it to happen?



HOW **vulnerable** is this group of people? (burdened)



Fitness app (running)

For each potential impact, grade the variables harm, fault, likelihood and vulnerability from 1 (minor) to 5 (major).

		HARM	FAULT	LIKELIHOOD	VULNERABILITY
WHO	WHAT (impact)	H	F	L	V
Women	Hurt by strangers / stalkers.	5	5	4	4
Soldiers	Give away location of army base.	5	5	4	3



Impact assessment

WHO could be harmed? (traits)

WHAT could happen? (impact)

HOW **harmful** would that be?*

MINOR ←————→ MAJOR

HOW much is our **fault**?

MINOR ←————→ MAJOR

HOW **likely** is it to happen?

MINOR ←————→ MAJOR

HOW **vulnerable** is this group of people?

MINOR ←————→ MAJOR

*When assessing harm, think about how deep the harm goes, how many could potentially be hurt, and how long-lasting the harm could be.

This impact assessment model is adapted from impactmanagementproject.com and simplified to be taught in workshop format.

For each potential impact, grade the variables harm, fault, likelihood and vulnerability from 1 (minor) to 5 (major).

WHO	WHAT (impact)	HARM	FAULT	LIKELIHOOD	VULNERABILITY
		H	F	L	V



1. Questionable accuracy of step counting.
2. An app for calorie counting.
3. An app that tracks your runs and publishes these to a public channel.
4. An app can determine the likelihood of cancer.
5. Apps for manage depression, anxiety, stress, bipolar disorder.
6. An app that tells you when to have meals.
7. A watch that can give you an ECG-reading.



But will anyone
listen?



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- **Practice** makes your voice and action more likely.
- **Anticipate** situations where your values may be tested.
- If you **feel confident** that voice and action are possible, you are able to see issues more clearly, or raise questions that make our collective clarity possible.
- Sometimes you can address values conflicts by **talking about what discourages ethical action** and engaging colleagues in addressing those factors than by tackling the issue head-on.
- Talking to someone else, **finding allies**, is often critical.



What people say...

- “Everyone does this, so it’s really standard practice. It’s even expected.” (standard practice)
- “The impact of this action is not material. It doesn’t really hurt anyone.” (minor)
- “This is not my responsibility; I’m just following orders here.” (responsibility)
- “I know this isn’t quite fair to the customer but I don’t want to hurt my reports/team/boss/company.” (loyalty)

Gentile, Mary C.. Giving Voice to Values: How to Speak Your Mind When You Know What’s Right (Kindle Locations 2326-2330). Yale University Press. Kindle Edition.



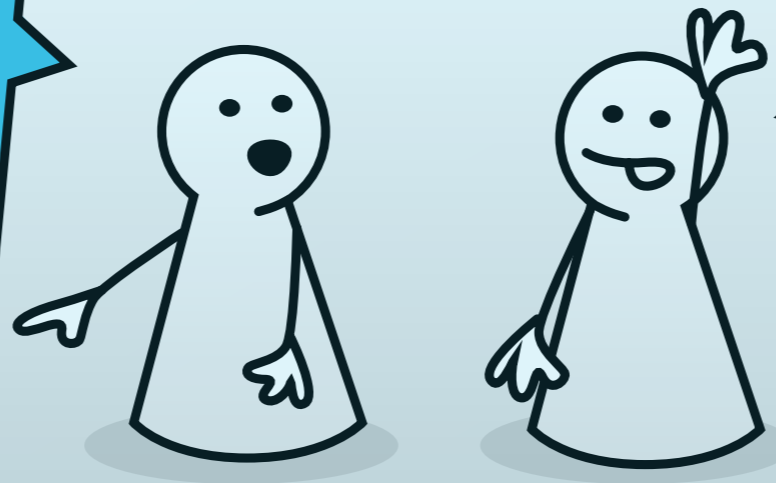
“Everyone does this, so it’s really standard practice. It’s even expected.”

Your responses:

- If everyone really is doing this, what would be the consequences for business practice and consumer trust?
- Would we be comfortable if everyone knew we were doing this?
- Who do we want to know we are doing this and what does that tell us?
- If it is accepted, why are there often so many laws, regulations, policies against it?



We need to do this.



Hang on, I'm concerned about the impact of this decision. Maybe you have the answer.



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Alternative paths



Short term / Long term



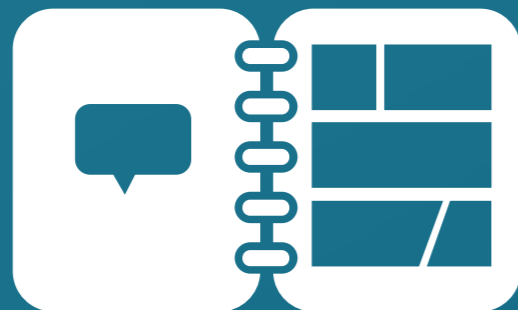
Addictive cycles



Cost consideration



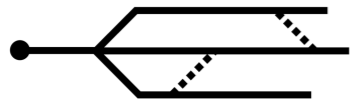
The Other Story



Reputation and trust



ALTERNATIVE PATHS



What alternative routes have we considered?

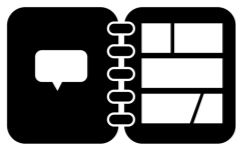
ADDICTIVE CYCLES



At what point are we willing to abort?

What is the intended longevity of this solution?

THE OTHER STORY



What story are we supporting?
What stories have we not considered?
people/culture/nation/politics

SHORT TERM/LONG TERM



What long term impact can we expect? What is this in 10 years?

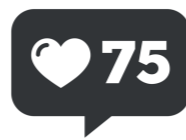
COST CONSIDERATION



What values are we supporting? What values are at stake?

*emotion/health/security/
autonomy/economy*

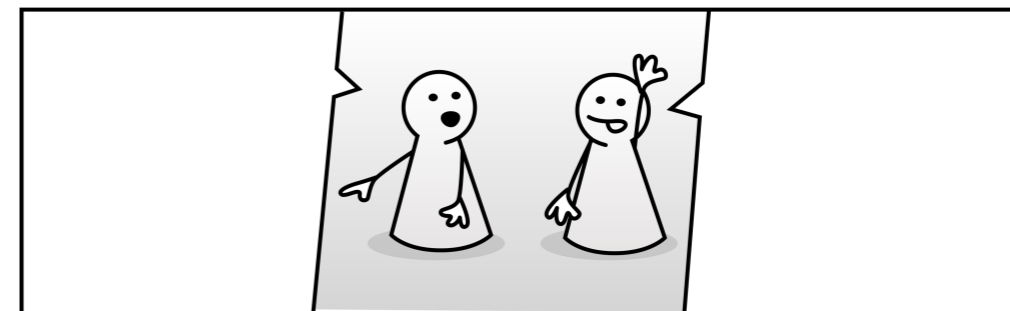
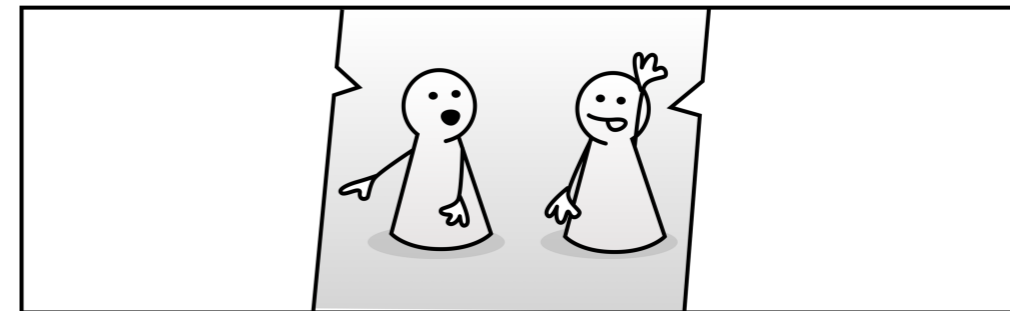
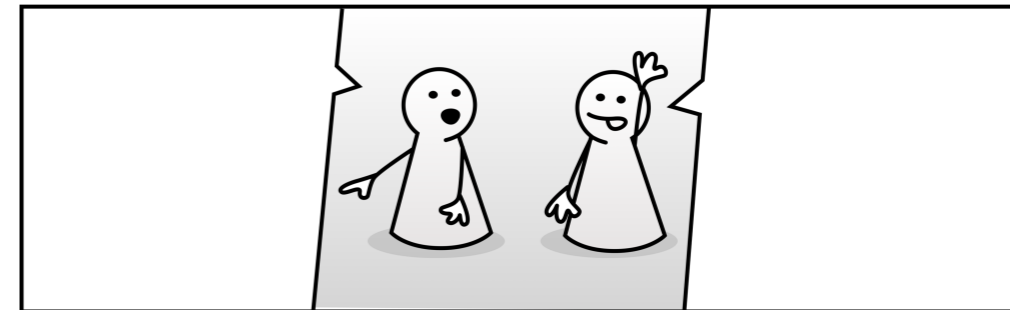
REPUTATION AND TRUST



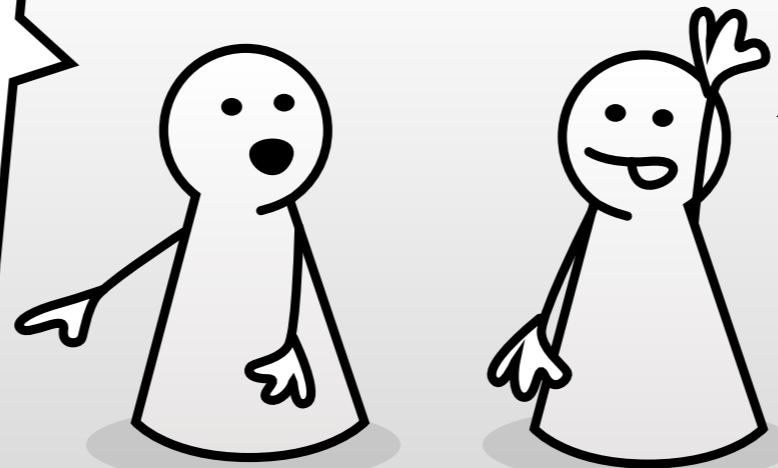
Is this adding or subtracting from how others see us?
How we see ourselves?

Pre-scripting

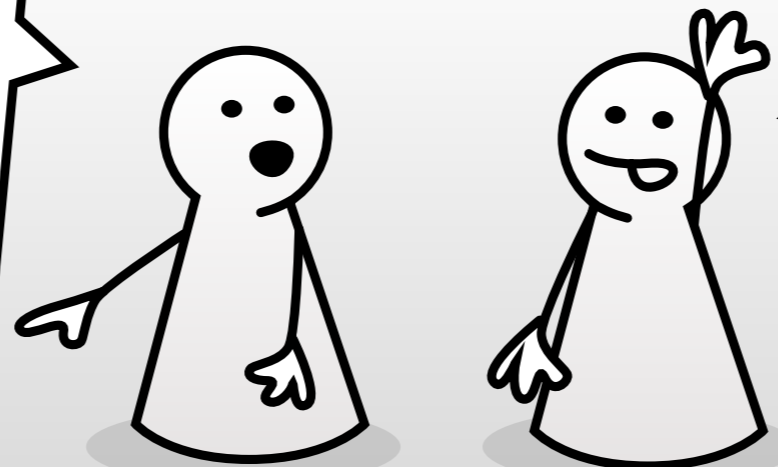
Imagine and roleplay how you would respond when you come across ideas and opinions that may result in negative impact.



We should add pink cupcakes as a measure of calories burned when walking.



We can let people upload nudes of themselves so we can identify when others are uploading photos of them.*



*The actual technology may be sound, and worth testing, but the example illustrates the importance of how solutions like this are communicated. read these articles on the Facebook actions against revenge porn:

<https://nakedsecurity.sophos.com/2017/11/06/facebook-upload-your-nudes-to-stop-revenge-porn/>

<https://newsroom.fb.com/news/h/non-consensual-intimate-image-pilot-the-facts/>



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1. We should add cupcakes as a measure of calories burned when walking
2. We need to sell user data to finance the next phase in our development
3. We should let people upload nudes of themselves so we can identify when others are uploading photos of them
4. Let's mine online data about our employees to predict when they will be ill
5. Let's randomly crash the Facebook app to understand how loyal users are
6. Let's add a "hot" filter in our phone app that makes people's skin softer and lighter
7. Let's search and replace the word Kindle with Nook in all our e-books.
8. Let's default to sending a push notification for every e-mail the user gets.
9. Let's add a scoring system that resets to zero if you don't use the app for a period of 24 hours
10. Let's create an algorithm for generating t-shirt prints with "Keep Calm and [random word]", shown to random users. If someone buys it, add it to the primary marketplace.



Building blocks for ethical design

- * Understand your value system
- * Support peers
- * Support teachers
- * Avoid harm
- * Do not deny benefits
- * Contribute to well-being
- * Pursue integrity and privacy
- * Respect autonomy
- * Gain informed consent
- * Embrace justified risk
- * Embrace exploration
- * Adapt your momentum
- * Listen without prejudice
- * Record your considerations
- * Recognize your limits
- * Seek counsel
- * Understand multiple paths
- * Manage criticism
- * Manage external pressure
- * Strive for transparency
- * Report concerns
- * Collaborate to improve
- * Stay up-to-date on legislation
- * Pay attention to self-care



**In every work situation you are in,
ask yourself:**

1. Who is in this room?
2. Whose voice is being heard?
3. Whose voice(s) are missing?

Then, for each question, ask why.



We say work with human-centric design. Ensuring human safety is our responsibility. It's why we go to work.



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If our profession is built on human safety and we are failing to deliver, then how do we claim our right to be taken seriously?



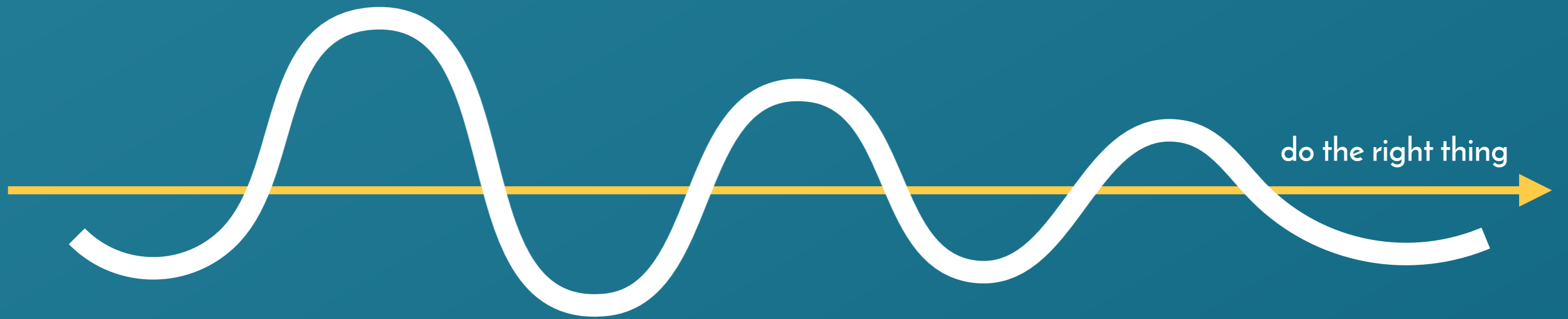
Manage yourself

1. Understanding the problem (listen/interpret)
2. Seeing where I want to go (self-awareness)
3. Managing external pressure (resilience)
4. Moving at a sensible speed (adapt)
5. Managing health/capacity issues (self-care)

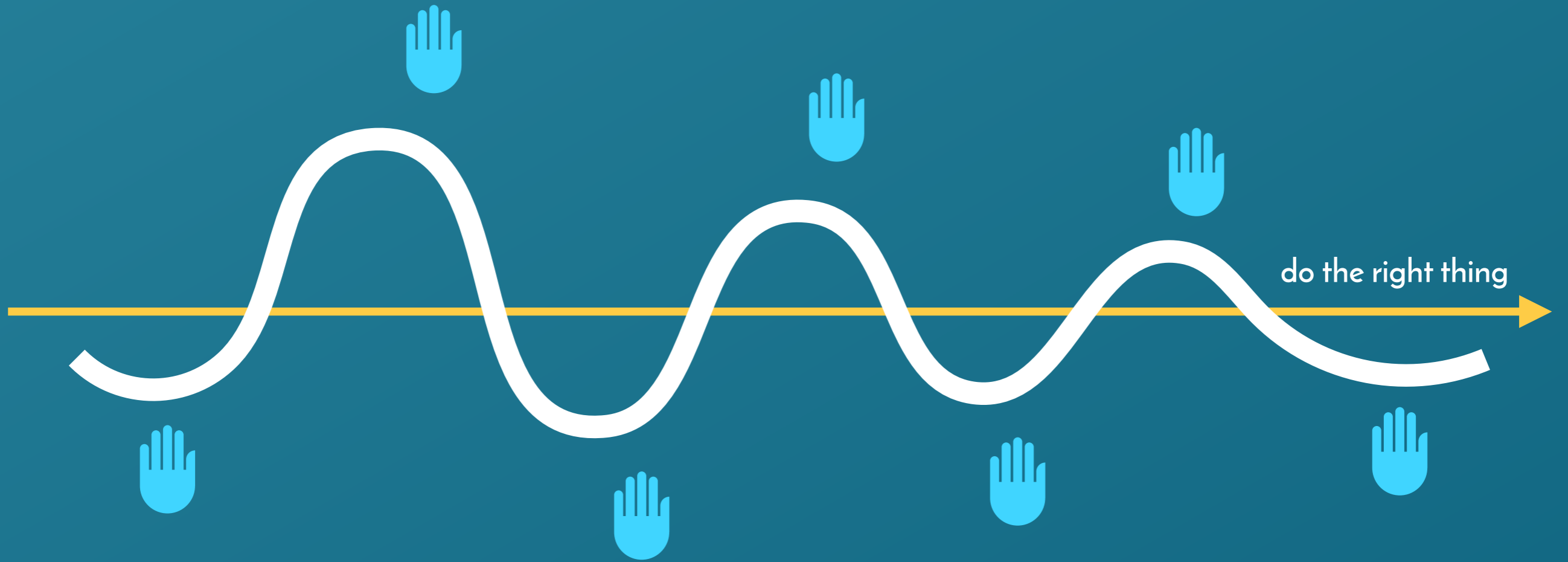
Manage the design

1. Understand who can get hurt
2. Understand the participants and non-participants
3. Assess risks
4. Pre-script to make your arguments heard
5. Document your findings and **decisions**





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“You can’t teach people to care about other people.”



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But what if you can?



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