



Getting Started with the Application of Daily Ethical Design

Nata Kostenko with
SDN New York Chapter



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In 1-2 words, How do you feel about ethical design?

Press Ctrl+N to add a sticky note



Which term(s) to use?

Fair, just, responsible, diversity, equity, safe, belonging,
sustainable, ethical, integrity, mindful, humane.

--- + tech

--- + AI

--- + design

Try these keywords for
your search to find
more resources, Slack
groups, initiatives



I prefer this one:

Fair, just, responsible, diversity, equity, safe, belonging,
sustainable, **ethical**, integrity, mindful, humane.

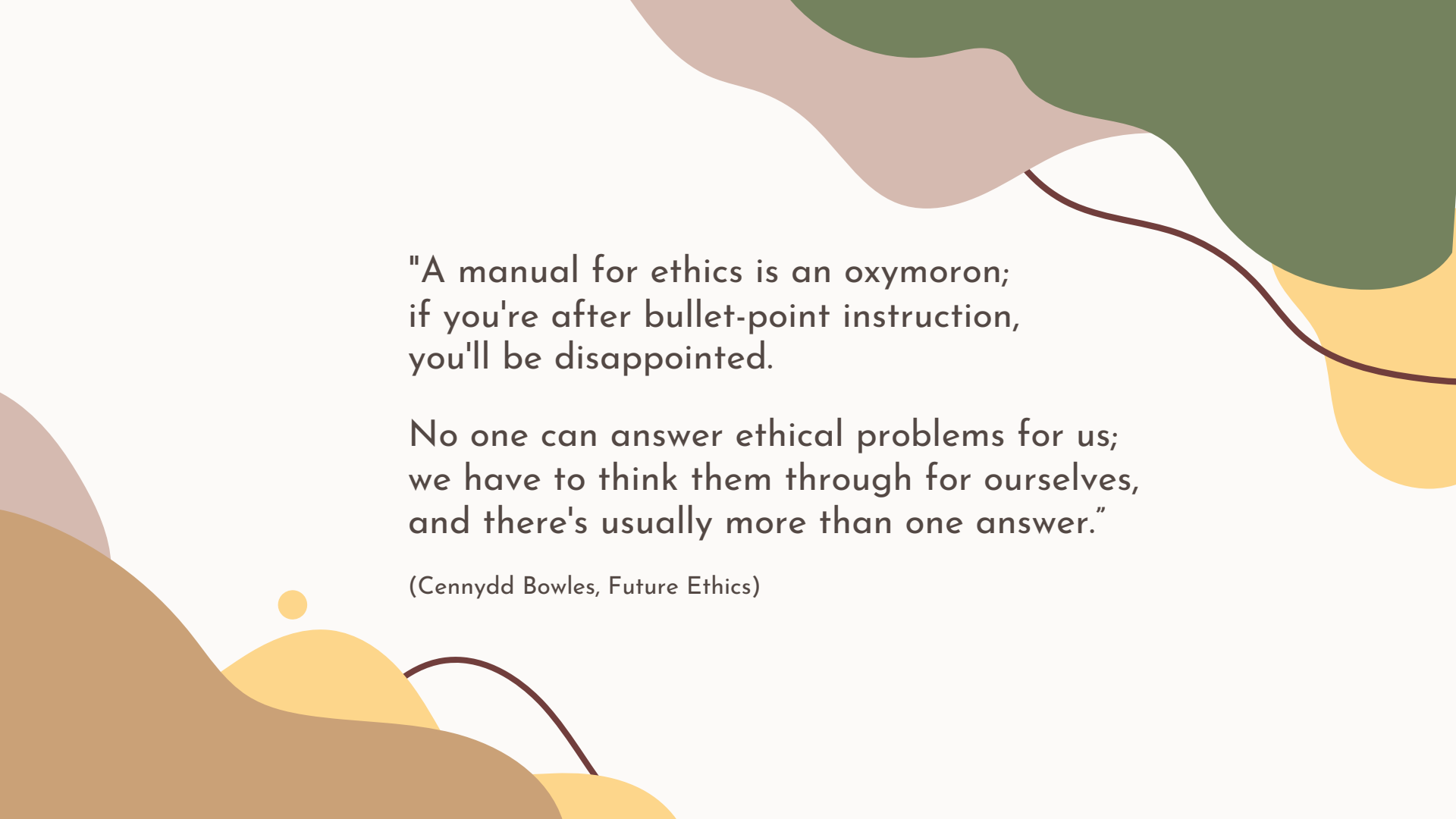
And take into account locations, cultures,
native, non-native speakers...



Ethical Design –

Businesses, products, and services that grow from a principle of fairness and fundamental respect towards everyone involved.

("Ethical Design Handbook" by Trine Falbe, Kim Andersen, Martin Michael Frederiksen)



"A manual for ethics is an oxymoron;
if you're after bullet-point instruction,
you'll be disappointed.

No one can answer ethical problems for us;
we have to think them through for ourselves,
and there's usually more than one answer."

(Cennydd Bowles, Future Ethics)

The plan for today

Think solo and together

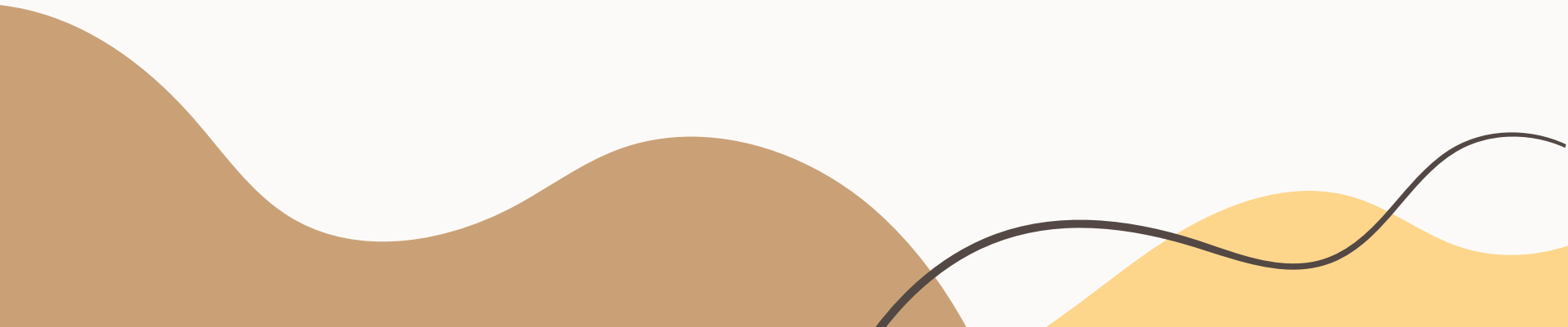
(Miro, chat, voice)

Examine real-life daily situations

(with different lenses)

Attempt at having better conversations

(with peers and business)





**Almost every
ethics-related event
starts with scary stories**

Let's break the pattern!

An example of how a ride-sharing company Bolt took care of three ethical domains in design:

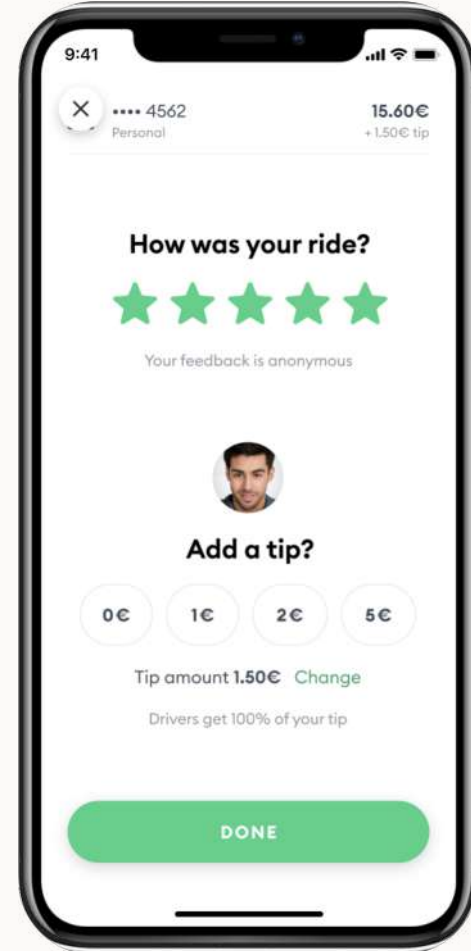
Autonomy | Safety | Transparency



Adding good to design

Autonomy | Safety | Transparency

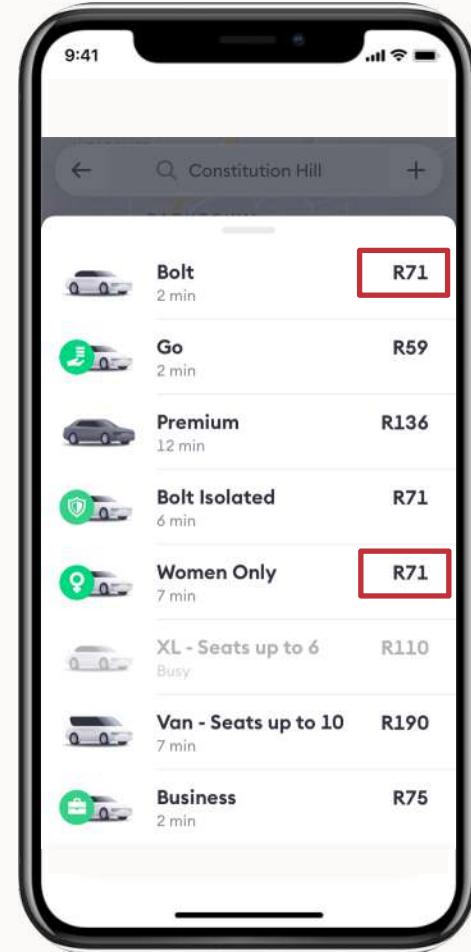
You can rate the driver,
including less than 3 stars.



Adding good to design

Autonomy | **Safety** | Transparency

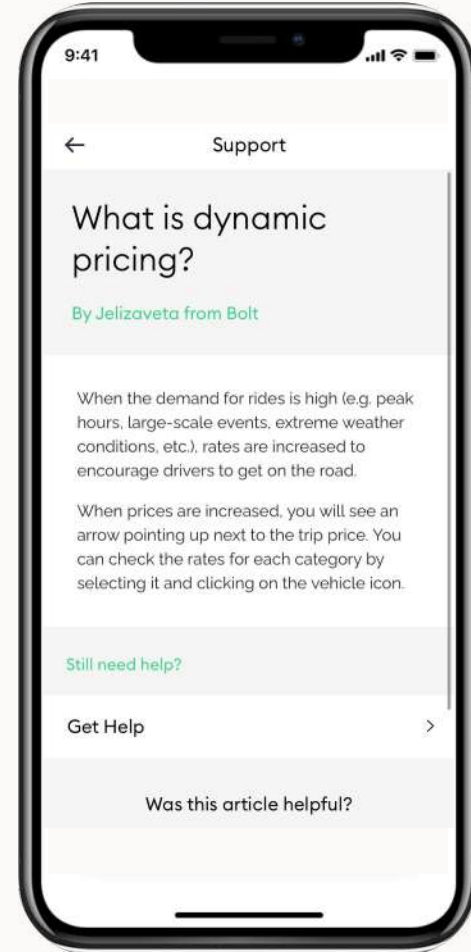
Women-only option.
Same ride fares.



Adding good to design

Autonomy | Safety | **Transparency**

Most relevant FAQ at the top
and clearly explained.



BUT

**Are the mission and
business model of
the company ethical?**

**How do they perform
in other domains?**

This would require further
thinking and exploration.



Photo by [Nathan Dumlao](#) on [Unsplash](#)



FASTCOMPANY

15 best productivity apps of 2020

POPULAR SCIENCE

100 greatest innovations of 2020

GEAR PATROL

best new tech products of 2020

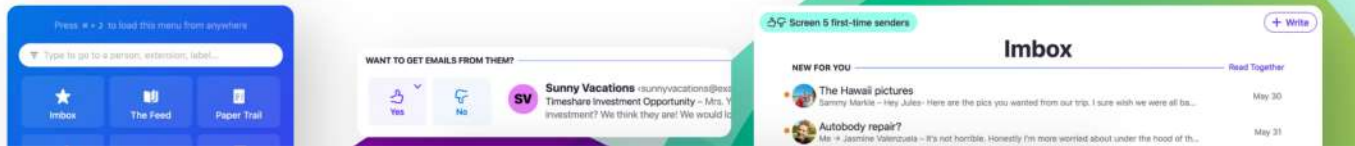
Email's new heyday

Email sucked for years. Not anymore — we fixed it. HEY's fresh approach transforms email into something you want to use, not something you're forced to deal with.

See how HEY works

Already know you want HEY? Start your free trial.

- Care about the privacy
- Self-funded, no VC pressure
- Open communication



BUT

Published [their policy](#):

"We don't have to solve deep social problems, chime in publicly whenever the world requests our opinion on the major issues of the day, or get behind one movement or another with time or treasure."

This would require further thinking and exploration.



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Wise Ltd.

Financial Services · London ·
147,192 followers

LANDING PAGES

Share in the future of Wise



Nicholas Lembo
14.04.21
3 minute read

10 years down, and now over 10 million of you have joined our mission of money without borders.

“We believe our customers should also be shareholders. ... we’re giving one share in Wise to 2,000 of our active customers.

...Make sure you claim your share if you want it.”

wise.com/gb/blog/becoming-a-shareholder-of-wise-apr21

BUT

**Now, I don't have BUTs
for this situation.**

**But — you probably can already
think of something :)**

**Definite good or definite bad
don't exist. It's not vacuum.**





Let's get even closer to real-life situations

and play with the lenses

You get an invitation to speak at the conference on the topic you find meaningful.



Guri Koiava • 11:08 AM

Dear ___, how are you? We're planning next PT this month about very interesting topic and with awesome speakers!

Last time community loved your performance, so this time we want to invite you as a moderator. Please see event details and let me know what you think:



One day before the event, you find out that the main sponsor is a gambling company. What do you do?

Yes, I would speak at the conference.
Here's why:

1. It's important to speak out in the same industry, and call out an issue that other people might not see.

2. I would speak because I have a unique perspective on it. I will be the expert on the issue (that about 3).

3. A professional like a conference can attract attention, and I might be able to influence the direction of the conference.

4. I would speak because there are people who would be interested in my perspective.

5. I already make a commitment.

6. I would speak but give the best hearing about gambling as I would like to see what they are saying.

7. I would like to see what the audience has to say about gambling. I would like to see what they are saying.

8. I would like to see what the audience has to say about gambling. I would like to see what they are saying.

9. I would like to see what the audience has to say about gambling. I would like to see what they are saying.

10. I would like to see what the audience has to say about gambling. I would like to see what they are saying.

11. I would like to see what the audience has to say about gambling. I would like to see what they are saying.

No, I wouldn't speak at the conference.
Here's why:

1. It depends on the topic.

2. The speaker requires a certain level of expertise in gambling. If interesting, maybe the speaker should be able to provide a unique perspective on the topic.

3. If conference is neutral, yes, if pushing agenda, no.

4. I would like to see what the audience has to say about gambling. I would like to see what they are saying.

5. I would like to see what the audience has to say about gambling. I would like to see what they are saying.

No right or wrong

And we constantly flip between the lenses

1

Virtue Ethics: I have these traits, so I act in alignment with them

2

Deontology: I have these duties, so I act according to them

3


Consequentialism: I analyzed potential results, here's what I'll do





What I did and why


PRODUCT
tank *tbilisi*


FEBRUARY 25, 2021
20:00



 **HEIDI TAPERON**
SENIOR PRODUCT DESIGNER
QMINDER

 **ANANO SHARASHENIDZE**
LEAD PRODUCT DESIGNER
ADJARABET.COM

 **KHATIA GAGNIDZE**
UX/UI DESIGNER & RESEARCHER
MY.GE

 **NATA KOSTENKO**
SERVICE DESIGNER
TILT THE SCALES

zoom 

 **TBILISI
STARTUP
BUREAU.** | adjarabet.com | WiFisher | 



Responsibility as a virtue.
Care is its key component.

“I care about other human beings and think how my actions affect other people. I help others expand their capabilities.”

Shaping your moral stance is already a daily ethical approach. Understand why you do what you do. Why you think what you think.

(Inspired by Ariel Guersenzvaig)



We build ourselves every day.

Responsibility is about asking:

- "What choices are compatible with the parts of my identity?"
- "Could I be a person who can do that?"

(Inspired by Ariel Guersenzvaig)

The steps to ethical design/ integrity as a professional & human

1

Develop the capability to identify the ethical issues, feeling uneasy

2

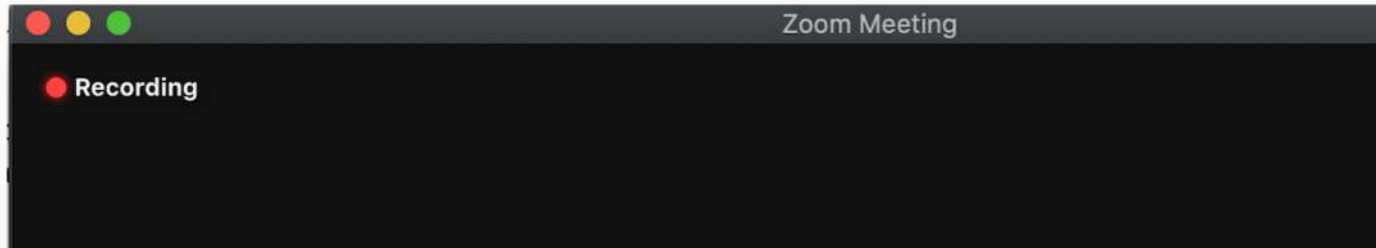
Start having conversations, raise the questions you start having

3

Go through the process that isn't easy or fast, and doesn't always feel good



Another example! You're in a team meeting & usually record them. This time, the host didn't ask for the consent before hitting 'record'



Would you say something to the host or the team about pressing 'record'?

Yes, I would say something about the recording. Here's why:

I would just note it in chat.

I'd say something like "Sorry to interrupt, it looks like this meeting is being recorded, I'm going to head up about that, so I need to give everyone a second to make a choice about that".

Yes, I'd say a direct message first, if the person doesn't react, I will directly mention it, so everyone forgets to ask permission to record, they just do it.

I would say something towards the end of the meeting and express my concern about it being recorded without consent.

Hey! Are we recording for a specific purpose? Just want to check in with the team if that's ok.

I would give a heads up to the person recording, especially if the norm is to ask for consent before doing so.

Yes, I would at least ask, especially if the norm is to ask for consent before doing so.

people should know so they can take action (go off-camera)

I usually say, hey I noticed you're recording, is everyone cool with that?

No, I wouldn't say anything about the recording. Here's why:

I think I wouldn't say anything for regular meeting and also it is a "work" situation and during paid time??

Until thinking about it in the context of this session, I wouldn't think to mention anything.

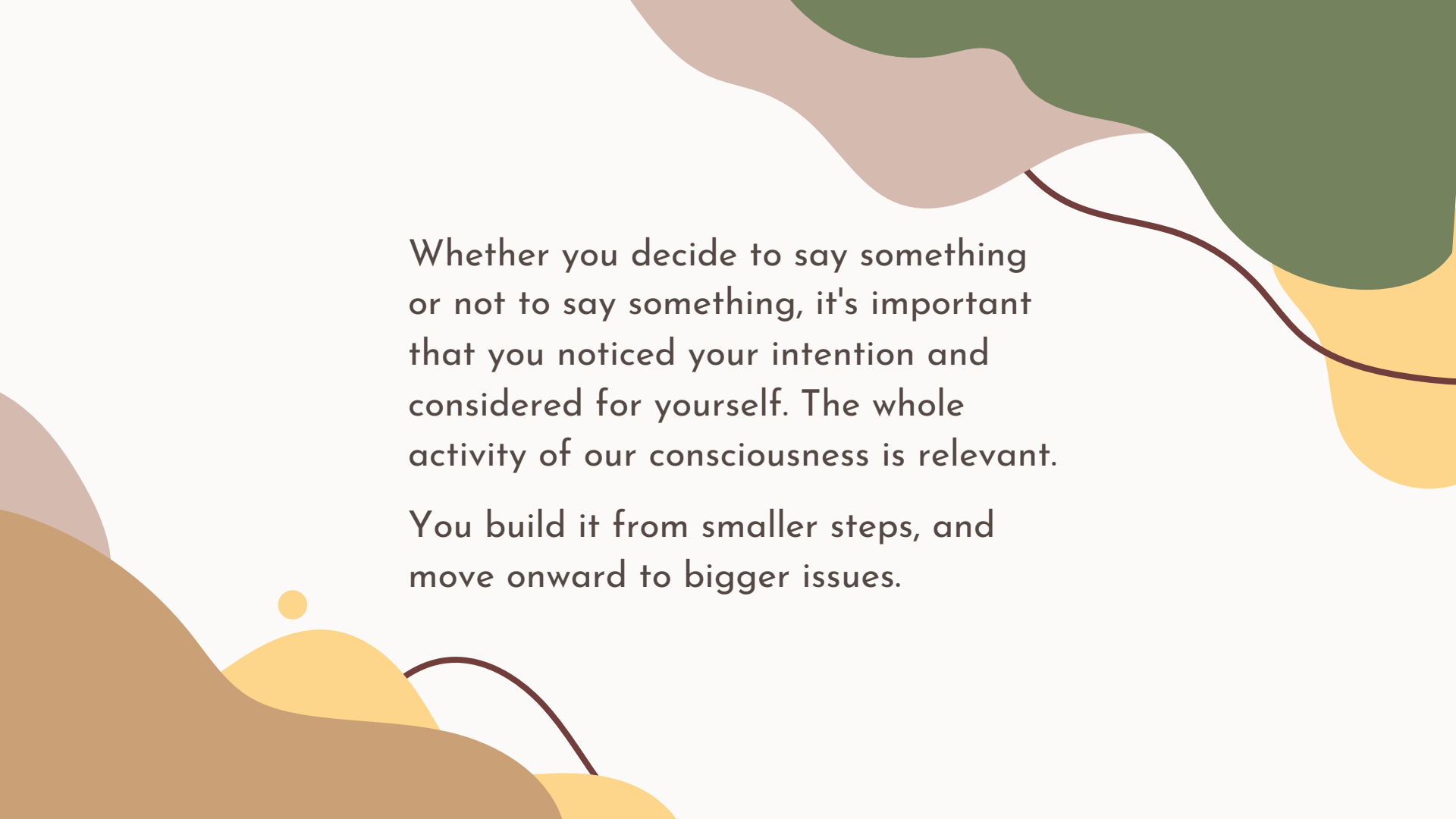
What I did & Why

I decided to speak up, it felt weird.
But I did it anyway.

Little things add up.



Photo by [Nathan Dumlao](#) on [Unsplash](#)



Whether you decide to say something or not to say something, it's important that you noticed your intention and considered for yourself. The whole activity of our consciousness is relevant.

You build it from smaller steps, and move onward to bigger issues.



Talking to 'business' and peers about ethics

Work in progress

Main points I believe

1

It's not us VS them,
we're in it together

2

Rule #1 – start talking
Rule #2 – keep talking

3

If the conversation about money can
solve ethical issues, go for it





1. Going one level deeper

Example from HyperGiant Industries, Will Griffin

Client: Japanese conglomerate, the US

They wanted to implement predictive maintenance about trains => save money & cut the staff

But – people can be laid off

In many cases, they use minority and diverse suppliers to help build this infrastructure

End result: pitch about policies

Not only the ethical standpoint, but also about job programs that push training programs

2. Talking Dark Patterns

Example from Paul Boag on Sneak into Basket

The screenshot shows the checkout page on SportsDirect.com. The page is titled 'Checkout' and includes a navigation bar with categories like 'Mens', 'Ladies', 'Kids', 'Football Shirts', 'Accessories', 'Sports', 'Brands', 'Outdoor', 'Sports News', and 'Clearance'. The 'Clearance' category is highlighted in yellow. The page features a 'Delivery Confirmation' section with a form for address and delivery options. A table lists the items in the cart, including a 'Sizenger Panel Jacket Mens' and a 'SportsDirect Fantastic Value Magazine and Free Giant Mug'. The total price is £26.98. On the right side, there is a 'Based On What You Have Viewed, You Might Also Like' section with several jacket recommendations. A 'Sneak into Basket' dark pattern is visible, where the 'Sizenger Panel Jacket Mens' is listed in the cart at £21.99, but the 'You Might Also Like' section shows a similar jacket for £24.99, suggesting a price increase if the user adds more items.

SPORTSDIRECT.COM My Bag Total: £22.99 Items: 2

Search or enter webcode **SIGN IN**

Mens Ladies Kids Football Shirts Accessories Sports Brands Outdoor Sports News **Clearance**

You Are Here: [Home](#) [Checkout](#) [Expresscheckout](#)

Checkout

[BACK TO BAG](#) [CONFIRM PAYMENT](#)

Delivery Confirmation

Address

Delivery Billing

Delivery Options

Standard Delivery **£3.99** Using the standard service, your order should be with you within 5 working days. (Excludes weekends and bank holidays).

Next Day Delivery **£5.99** Place your order before 7pm Sunday - Thursday and receive your order the very next day. This service only applies to mainland UK. Next Day delivery does not apply to some UK postcodes.

Saturday Delivery **£6.99** Place your order before 7pm on Friday and receive your order on the Saturday. This service only applies to mainland UK. Saturday delivery does not apply to some UK postcodes.

Product Details	Quantity	Unit Price	Total
Sizenger Panel Jacket Mens Colour Navy Size Extra Lge	1	£21.99	£21.99
SportsDirect Fantastic Value Magazine and Free Giant Mug (Go to your Bag to remove) Colour - Size M	1	£1.00	£1.00

Enter Voucher Code: [APPLY VOUCHER](#)

Subtotal £22.99
Delivery £3.99
Total £26.98

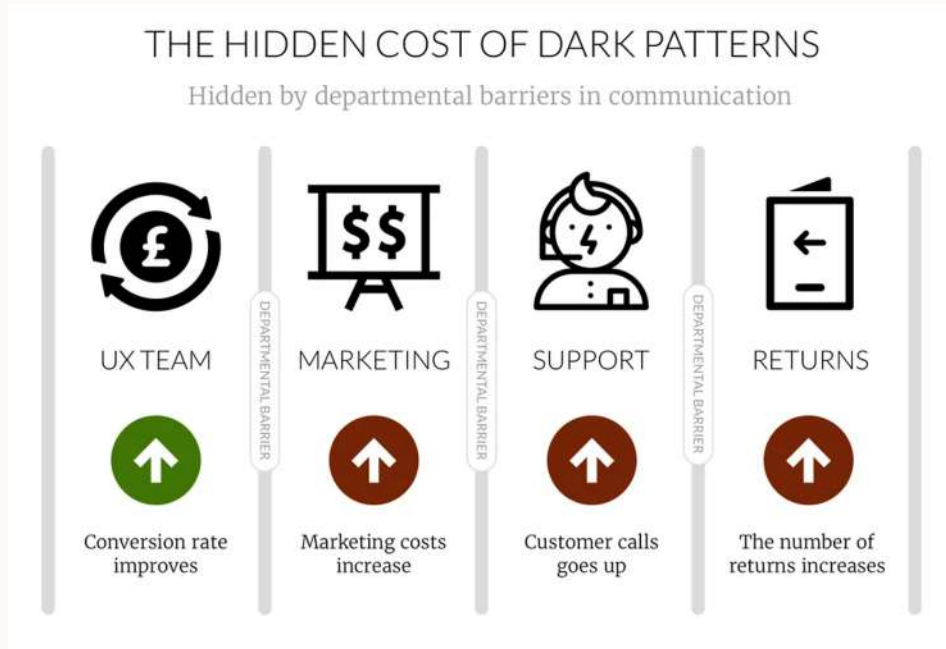
[BACK TO BAG](#) [CONFIRM PAYMENT](#)

Based On What You Have Viewed, You Might Also Like

- Sizenger Hooded Jacket Mens **£24.99** (was £79.99)
- Airwalk Bubble Jacket Mens **£17.99** (was £46.99)
- Karrimor Urban Jacket Mens **£34.99** (was £69.99)
- Everlast Hooded Bomber Jacket Mens **£19.99** (was £49.99)
- Dunlop Water Resistant Golf Jacket Mens **£16.99** (was £49.99)
- Karrimor Sierra Waterproof Jacket Mens **£29.99** (was £59.99)

2. Talking Dark Patterns

Example from Paul Boag on Sneak into Basket



Source: [Paul Boag blog](#), also worth checking his book Click, and White Hat UX by 3 authors

3. From Ethical Explorer Pack

Example questions from Omidyar Network

12 • FINDING ALLIES

MAKING THE CASE

It's easy to spot when change needs to happen in your organization; it's harder to find the courage and the business rationale to get others on board.

First, consider who you need buy-in from. Imagine what type of rationale would appeal to their point of view. Are they more of a realist or a futurist? Explore how you might craft an answer to the following questions based on their perspective.

How might ethical thinking...

- ...save on near- or long-term costs (financial, reputation, etc.)?
...give us an edge over our competitors?
APPEALING TO THE REALIST
- ...impact long-term company value?
...underscore our mission?
APPEALING TO THE FUTURIST
- ...be a revenue driver?
...attract talent?
APPEALING TO THE MAXIMIZER
- ...relate to our company values?
...tie back to what our users care about?
APPEALING TO THE INCLUDER

13

3. From Ethical Explorer Pack

Example answers from Omidyar Network

WHEN YOU HEAR

“Ethics sounds so philosophical, not actionable. It’s going to be hard to get traction internally.”

YOU MIGHT RESPOND

“That’s why I need your help. When it comes to this type of work, it’s about starting small and building habits, rather than having all the answers. Sometimes there won’t be a simple solution. By investing now we’ll empower our teams to prepare for what’s next. We know that external forces will continue to impact us; it’s a hard lesson we all learned with GDPR.”

WHEN YOU HEAR

“We need to move fast. Now isn’t the right time to slow down.”

YOU MIGHT RESPOND

“It’s not any different than trade-offs we make around technical debt. We can get away with taking shortcuts now, but it will catch up to us eventually. I’d rather we take a proactive approach than waste more time and resources acting reactively down the road.”

WHEN YOU HEAR

“Taking responsibility for this sounds like a full-time job.”

YOU MIGHT RESPOND

“This shouldn’t fall on the shoulders of one person. In fact, it can be problematic if there isn’t shared responsibility. Workers at some of the largest and most established companies—and startups, too—are banding together to question and even protest some uses of the technology they build.”

Bonus tip

Keep 'Boost' folder



Andriy Boychuk Yesterday at 21:24



No, let put big accent on Customer Journey and let postpone this to other time

Andriy Boychuk assigned to you. Yesterday at 21:25

Andriy Boychuk changed the due date to Today. Yesterday at 21:25

Memrise Pro

1 month	12 months	3 months
month	months	months
€8,99 /MO	€69,99 €34,99 first year €2,91 /MO	€19,99 €6,66 /MO

Lifetime €159,99

RESTORE PURCHASES

The boring bit. But it's about your cash, so keep reading.

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My next steps

What would you add to them?

Educate myself: What questions & when to ask

Focus on the beginning and reflections



Source: ethicalexplorer.org/, designethically.com/, tarotcardsoftech.artefactgroup.com/, ethicsfordesigners.com/normative-design-scheme

Additional references from the SDN New York chapter meetup



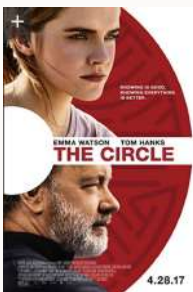
[Product Tank Tbilisi Meetup](#)
(watch from 1:02:36)



[Nata Kostenko MA Thesis on Daily Ethical Design](#)



[Responsible tech Slack Group Sign-up](#)



[Movie with ethical dilemmas – The Circle](#)



[The Ethics Experts podcast with Rupert Evill](#)



[The recording of this meetup on Youtube](#)

To sum up,

Check-out

In 1-2 words,
How do you feel about ethical design?

So
important

I love the
reflections,
very inspiring
to do more
thank you!!

Critical

happy to have
found allies and
happy to know
lots of people
care about ethics
and are brave!

Good reminder
to make a habit
of reflecting. It's
moving slow to
move fast.

A duty to serve
beyond profits
and growth: it's
about making
a better world for
all



It's a challenge
It's very needed, both in the market
and in the industry
Thanks a lot, keep well!
Domenico Geronzi @ Dagon
Thank you so much, very insightful!

Very often to everyone
I must jump to another meeting. Thank you for
this brilliantly relevant conversation!

PS. Quokka for you

see the recording to understand where it comes from ;)



The Photogenic Quokka – Critter Science
critter.science