Identify your values

Activity 1 - Values at work, and in action

Ethos refers to an embodied and intrinsic set of moral positions that tacitly guide actions and decisions. A project ethos, as a set of shared moral commitments, can provide powerful guidance for decisions in the project, but also help facilitate ethics in action.

If you were to list five core moral commitments that are at the heart of your current product, what would they be? Feel free to ask colleagues to chip in and make it a team activity.

ACTIVITY

1

2

3

4

5

The Pranava Institute

Activity 2: Do your values come across to your user?

What are some of the values of your organization which go into making your product or service? Here is a simple practice to find out:

1 **Write down the values** that your team/organization seeks to embed in the product.

_____

_____

2 **Step away from the designer's shoes and wear those of your user.** Try using your product or service. How comfortable are you with the data that is collected, app permissions which are needed etc?

_____

_____

3 **Document your opinions**, and feelings through **empathy mapping of yourself**. Seek the help of a colleague to avoid bias.

_____

_____

_____

4 Does your product or service **reflect the listed values** from a user's perspective?

_____

_____

ACTIVITY

The Pranava Institute

The TAO of Trustworthy Design

Trust is not a single thing that can be added to a product or the design process; it's an outcome of many small moves coming together.
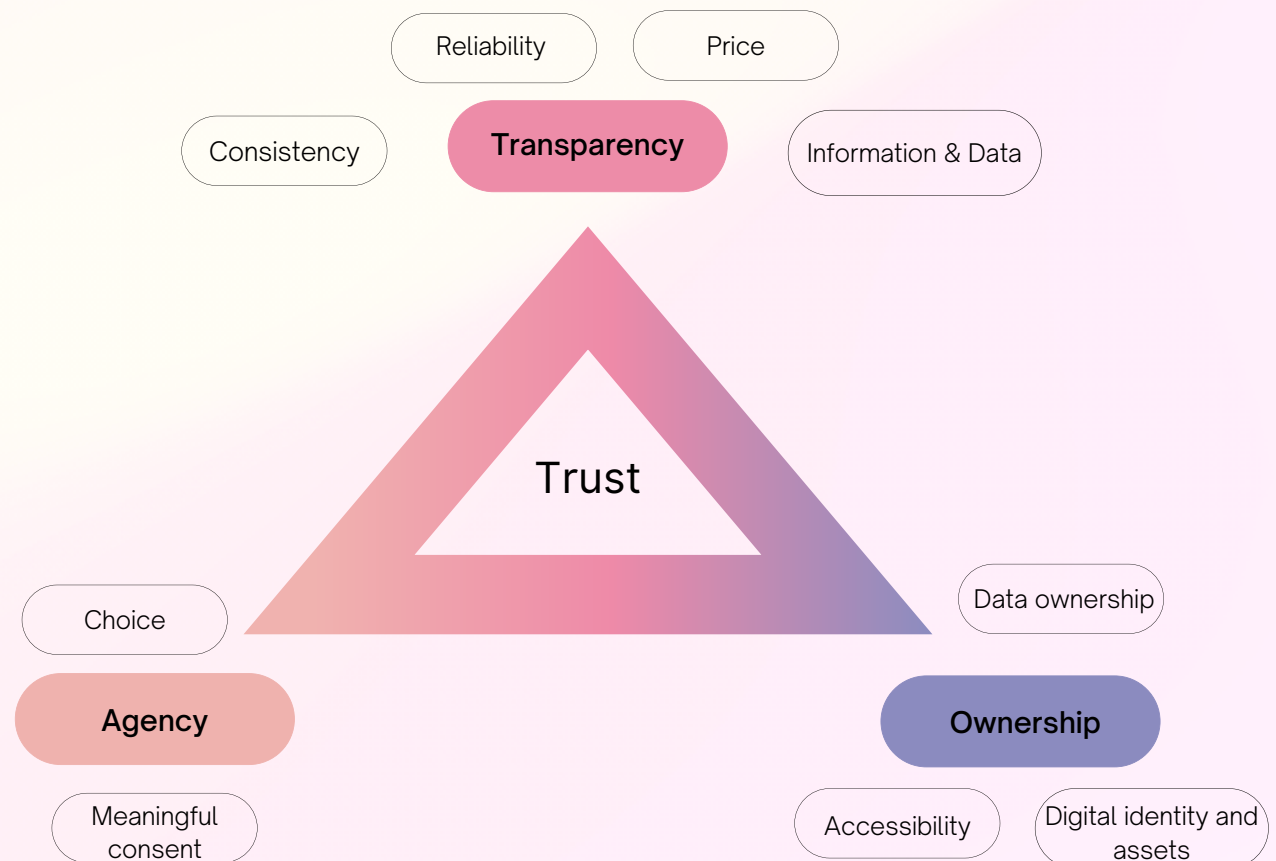
Our Tao Framework

Here is what Transparency, Agency and Ownership (TAO) mean in the context of designing responsibly:

Transparency: Transparency can be seen with respect to **information, data, and price.**

Agency: Values enshrined under agency can be clubbed under **choices** and **meaningful consent** which allows users to exercise their choice.

Ownership: Ownership with respect to **data, identity and digital assets.**

Reliability

Price

Consistency

Transparency

Information & Data

Trust

Choice

Data ownership

Agency

Ownership

Meaningful consent

Accessibility

Digital identity and assets

The Pranava Institute

Activity 3: Use the TAO Checklist

Use the checklist we created from the TAO framework

Transparency

Information and data

- [ ] The terms and conditions for the product are easy to understand

- [ ] Only data which is necessary for use is being accessed by the product

- [ ] Users are made aware of who else can see their data and for what purpose

- [ ] Information about data or terms and conditions is accessible to the user

- [ ] Text across the service does not manipulate the user to make some choices over others

- [ ] Your product is in compliance with WCAG guidelines for accessibility

Reliability and consistency

- [ ] The user relies on your service to remain true to the choices they make

- [ ] Language and messaging is consistent across the product experience

- [ ] Your product language does not communicate urgency, emotional

Pricing

- [ ] The pricing, inclusive of additional costs, is clearly presented to the user

- [ ] For differentiated pricing, users can choose any option without pre-selection or defaults

- [ ] Payment options make it clear if using them affects the credit score of individuals

- [ ] All information regarding rewards and discounts is clear and easy to access

ACTIVITY

The Pranava Institute

Agency

Choice

☐ The user can exercise choice in sharing of personal data

☐ Changing or altering preferences is easy

☐ There is visual and design symmetry between different options

☐ The user has some control over their experience of the product in terms of (eg. navigation)

Meaningful Consent

☐ Easy and clear design, and easy language is used to enable meaningful consent

☐ The user can go back to permissions whenever they want and change their consent settings

☐ Unsubscribing is as easy as subscribing to your product and does not take additional steps

☐ Consent boxes do not include pre-selection which may skew the customer in any way, thereby eroding choice

Ownership

☐ Your user is the final owner of their data, and you empower them in accordance with legal requirements

☐ Your product allows users to actionate on their ownership rights

☐ Your company ensures protection of personal, especially financial data of your customers

☐ You take steps to protect the digital identity of uses on your platform

☐ Security measures are ensured to safeguard digital assets owned by your users

☐ You ensure that the user solely owns the data, identity, or assets related to your product when they choose to leave, and you ensure the transfer of such information

ACTIVITY

The Pranava Institute

Non- Extraction of Data- *Is this interaction extractive?*

Here is a short exercise through which you can unpack if a product is extractive in nature:

Extraction of	Questions	Write your reflections
Data	Do they really need all the information we collect from the user?Are they sharing this data with others/ third-parties? Is the user aware of such sharing mechanisms?	
Attention	Are they employing design strategies to make the user spend longer than they need to on the product?Does this attention-seeking enrich the user?	
Cost	What does the user pay for the product? If it is free, what other non-monetary cost are users paying?	
Time	How much time is the user spending on the service? How much of the time benefits the user? Does a user have to spend more time than required to obtain value?	
Knowledge/ collected data	Does the company use user information for purposes other than those mentioned?	

The Pranava Institute

Your team needs a value advocate

A
C
T
I
V
I
T
Y

Activity 4: Play a values advocate within the team

1 As a design or a product team, let one of you take up the explicit role of being a values advocate in the initial stages of the project.

4 Brainstorm and Prototype with potential solutions with the team.

2 When you convene a design meeting to review your product or service with one person plays the values advocate. The role of the value advocate would be to raise issues on privacy, equity, consent, forgetting, legibility, or any values which are important for your company or business.

3 Identify the different issues in your product or service where these values are not being reflected, and might be value-pain points for the customer.

The Pranava Institute