

Designing our collective future

Working towards responsible design

In this final chapter, we offer actionable suggestions on what we can do together to take on the challenge of deceptive design and move towards safe and trusted digital experiences that work for everyone.

Based on our research as well as conversations with designers, researchers, policymakers and civil society organisations here are some actions that individuals, organisations, and collectives can take that would go a long way in tackling deceptive design and creating more trustworthy digital experiences for everyone.

What Individual designers can do
Incorporate participatory design/ co-creation methods in your design process
Use qualitative methods in user research

Apply the TAO framework for your product
Expand your stakeholder map
Design for edge cases, and factor in unintended users
Do risk mapping for your product using high-risk user personas
Create an ethical design checklist for your prototypes
Add accessibility checks in your process
Create your own values checklist
Debug to check for deceptive design
Run an ethical test on screens designed

What your teams or collective can do

Develop user-centred methods for your product and community

Build prototypes which prioritise trust and safety online

Organise workshops on ethical practices for others

Create “deception audits” for application layers

Build new tools to expand stakeholders in different contexts and share learnings

Forefront ethical design as an important conversation at design meet-ups and community learning spaces

Make values a part of working groups or professional associations of designers

Creating collaborative avenues to develop methods and tools for making design a non-extractive exercise

Re-designing sprints with different teams involved in creating a product/service

What your organisation can do

Make values such as privacy central for leadership and company mission

Institutional review boards/committees auditing for trust

Having an ethics expert as part of your team

Building metrics which balance business growth and user wellbeing

Using ethics as guiding principles and not just as evaluation frameworks for projects

Consult with subject matter experts, grassroots organisations and researchers

Internalising leader advocacy (team or organisational leads advocating for privacy, transparency, etc)

Make community knowledge valid, and part of the process

Conduct ethical design hackathons to change design culture in the organisation for the better

Emphasise the value of research- both qualitative and quantitative

Prioritise interdisciplinarity in teams

Pitch trusted design as a product feature that sets you apart

“What We Can Do Next?” Card-Deck

To make things more fun, we have also made a card-deck version of these action items which you can use in varied scenarios - from team building exercises to design meetups.

The **“What We Can Do Next?” Card-Deck** is designed to facilitate easy use of these suggested actions. Here’s the simple organising principle:

- What can a designer do? (Cards with single punch hole - the white circle)
- What can like-minded groups including design teams, product folk, executives, researchers and content writers do? (Cards with double punch holes)
- And finally, what can organisations and workplaces do? (Cards with triple punch holes)



Find the card version of these action-items in the [Annexure](#), which you can use in your team brainstorming, while scoping out a project, or as a team-building exercise!

Annexure Print-outs for action cards

Expand your stakeholder map

Add accessibility checks in your process

Create your own values checklist

Create an ethical design checklist for your prototypes

Use qualitative methods in user research

Apply the TAO framework for your product

Debugging to check for deceptive design

Design for edge cases, and factor in unintended users

Annexure

Print-outs for action cards

●
Do risk mapping for your product using high-risk user personas

●
Run an ethical test on screens designed

●
Participatory design methods/ co-creation

● ●
Organise workshops on ethical practices for others

● ●
Build prototypes which prioritise trust and safety online

● ●
Create “deception audits” for application layers

● ●
Collaborate and develop non extractive design methods or tools

● ●
Build new tools to expand stakeholders in different contexts and share learnings

Annexure

Print-outs for action cards

● ●
Organise workshops on ethical practices for others

● ●
Ethical design as an important conversation at design meet-ups

● ●
Re-designing sprints with different product teams

● ●
Make values a part of working groups or professional associations of designers

● ●
Develop user-centred methods for your product and community

● ● ●
Prioritise interdisciplinarity in teams

● ● ●
Emphasise the value of research- both qualitative and quantitative

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Pitch trusted design as a product feature that sets you apart

Annexure Print-outs for action cards

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Conduct ethical design hackathons to change design culture in the organisation

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Make community knowledge valid, and part of the process

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Internalising leader advocacy

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Using ethics as guiding principles and not just as evaluation frameworks for projects

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Building metrics which balance business growth and user wellbeing

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Having an ethics expert as part of your team

Annexure Print-outs for action cards

●●●
**Consult with
subject
matter
experts,
grassroots
organisations and
researchers**

●●●
**Institutional
review
boards/
committees
auditing for
trust**

●●●
**Make values
such as
privacy
central for
leadership
and
company
mission**

