

07 Designing our Collective Future

Concept mapping



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)

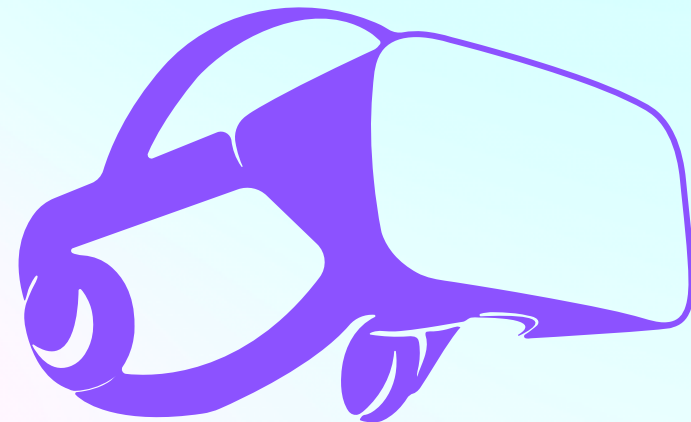


Find the card version of these action-items in the [Annexure](#), which you can use in your team brainstorming, while scoping out a project, or as a team-building exercise!

Designing for futures beyond the screen

A huge part of being a designer is keeping up with emerging trends and embracing the spirit of a lifelong learner. Hence we ask, what's next for digital design? How can we create a digital future we all want?

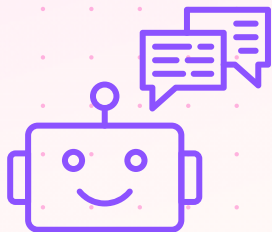
Users can be exploited, confused and manipulated beyond the screen as well. **New technologies such as voice, chat-bots, AR and VR, technologies for homes, assistive technologies for the differently abled- all hold the possibility of deception in the real world.** Deception can take different forms when it manifests itself in new technologies. That's precisely why designers and artists are working to devise a set of core principles around ethical technology design, and human-rights centred design.



Futures beyond deception

Activity :

1. What are possible new technologies that you can think of which go beyond the screen as the interface, and push the boundaries of technology?



Are there ways in which fitness devices can be deceptive?

As AI powered tools and applications become ubiquitous, the generative nature of AI could lead to endlessly diverse forms of deceptive design. How can ensure safety and trust?



How would the nature of deception change with Voice interfaces.?

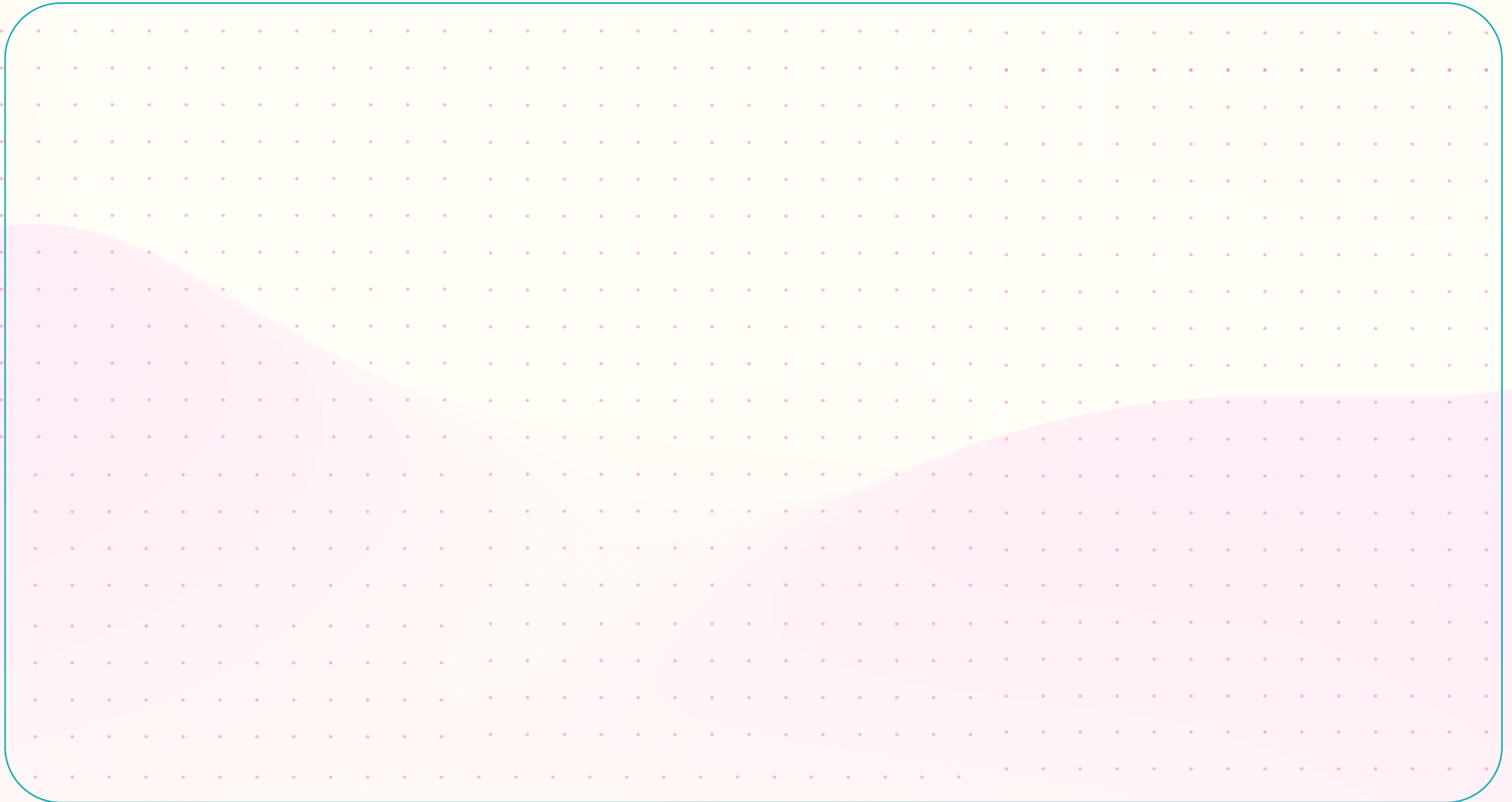
2. What could be possible ways in which deception could happen through these technologies? Let's try make a few connections.

VR changes the nature of interaction from interfaces to immersion. When users inhabit and navigate immersive digital experiences, what new forms of deception become possible?



You *design* the future

As designers, you play a crucial role in creating our collective digital future. Use the space below to doodle, think, or sketch the digital future you imagine and wish to create.



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