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.

ACTIVITY

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.

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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.

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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?

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

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

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ACTIVITY

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