# The Changing Face of Design: Why Responsible Intent Matters More Than Ever

UX Research & Strategy Group

@andyvitale

Bio•ONE
A Sabre/Giuliani Company
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American Media
American Media

Finance

Design Impact

Healthcare

# Design is a Superpower

# Make Things Better

# Exponential Impact

# High Stakes

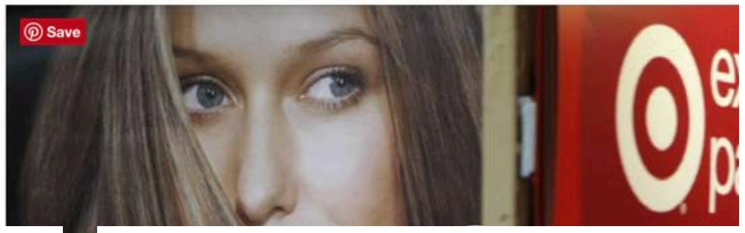
# People want to feel safe

## Vendor Blamed for Health Data Breach Exposing 1,500 BCBSRI Members

Blue Cross and Blue Shield of Rhode Island said that a health data breach of PHI affecting 1,567 people was caused by a vendor responsible for sending benefits explanations to members.

## Target Now Says 70 Million People Hit in Data Breach

Neiman Marcus Also Says Its Customer Data Was Hacked




The New York Times

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## *Capital One Data Breach Compromises Data of Over 100 Million*

## *Facebook Says Cambridge Analytica Harvested Data of Up to 87 Million Users*

## YAHOO'S 2013 EMAIL HACK ACTUALLY COMPROMISED THREE BILLION ACCOUNTS

REUTERS

Business Markets World Politics TV More

WEALTH OCTOBER 3, 2016 / 10:43 AM / 3 YEARS AGO

## Morgan Stanley charged with running unethical sales contests: regulator

## DoorDash confirms data breach affected 4.9 million customers, workers and merchants

Zack Whittaker @zackwhittaker / 4:21 pm EDT • September 26, 2019

Comment

CNN BUSINESS Markets Tech Media Success Perspectives Video

## 5,300 Wells Fargo employees fired over 2 million phony accounts

## JP Morgan Chase reveals massive data breach affecting 76m households

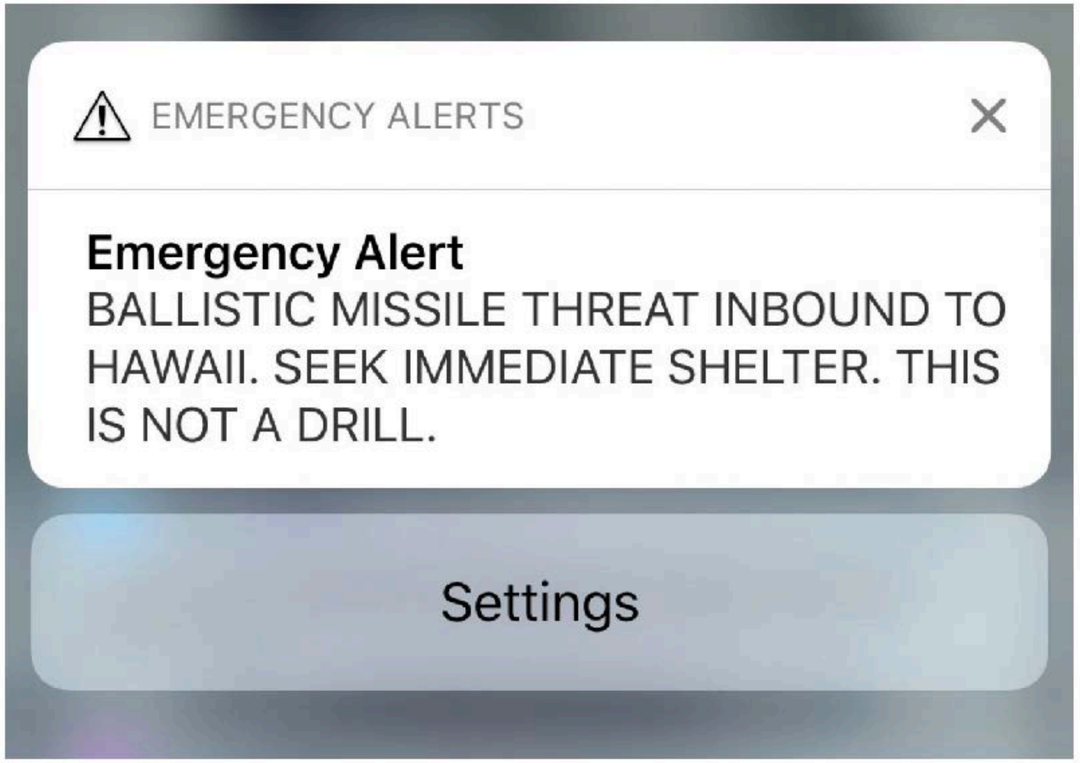
**Bank said financial information not compromised but customers' contact information, including phone numbers, captured**

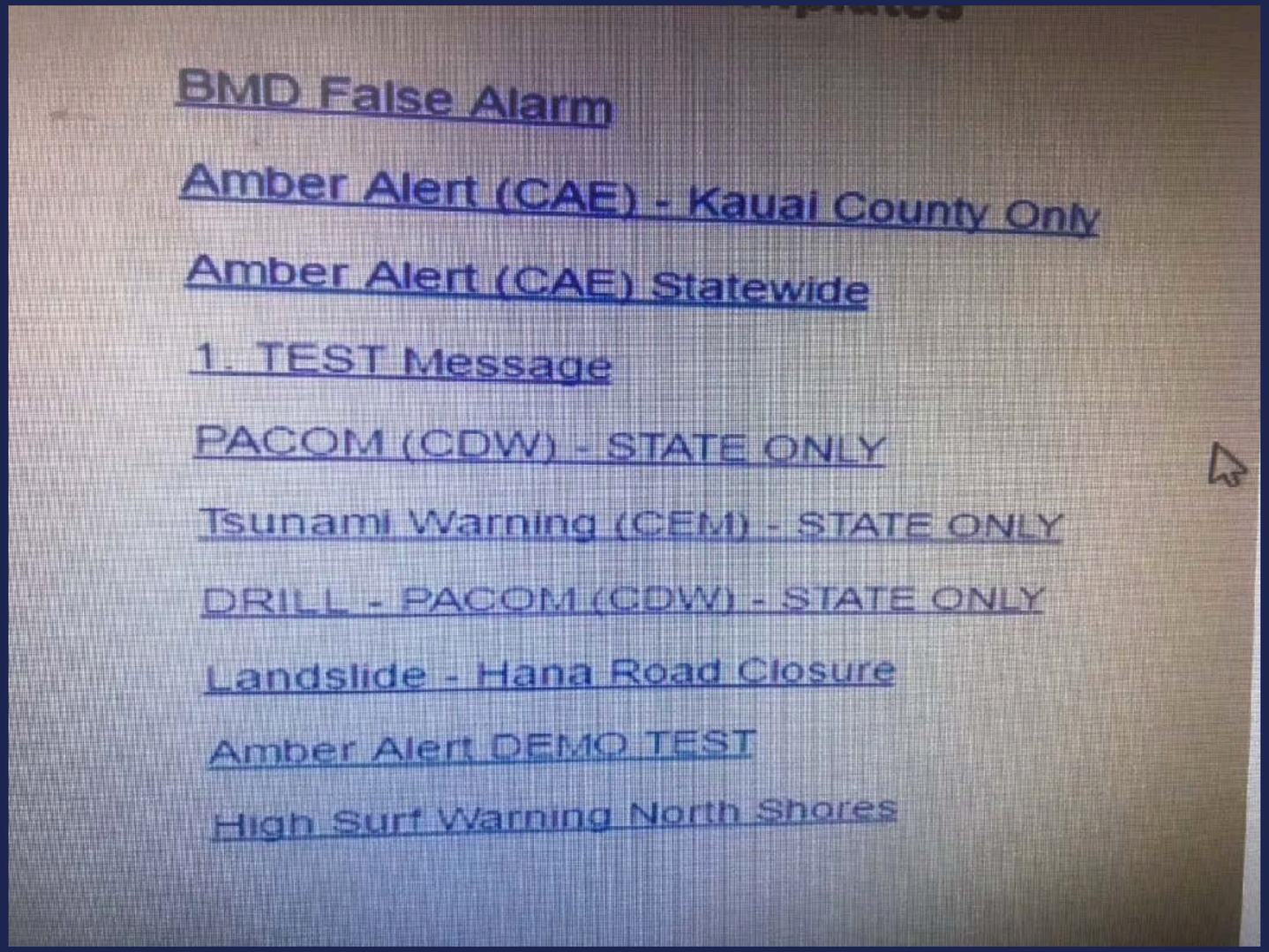
# People deserve to feel safe

UNI

8:09
Saturday, January 13
Earlier Today
EMERGENCY ALERTS
1m ago
Emergency Alert
BALLISTIC MISSILE THREAT INBOUND TO HAWAII. SEEK IMMEDIATE SHELTER. THIS IS NOT A DRILL.

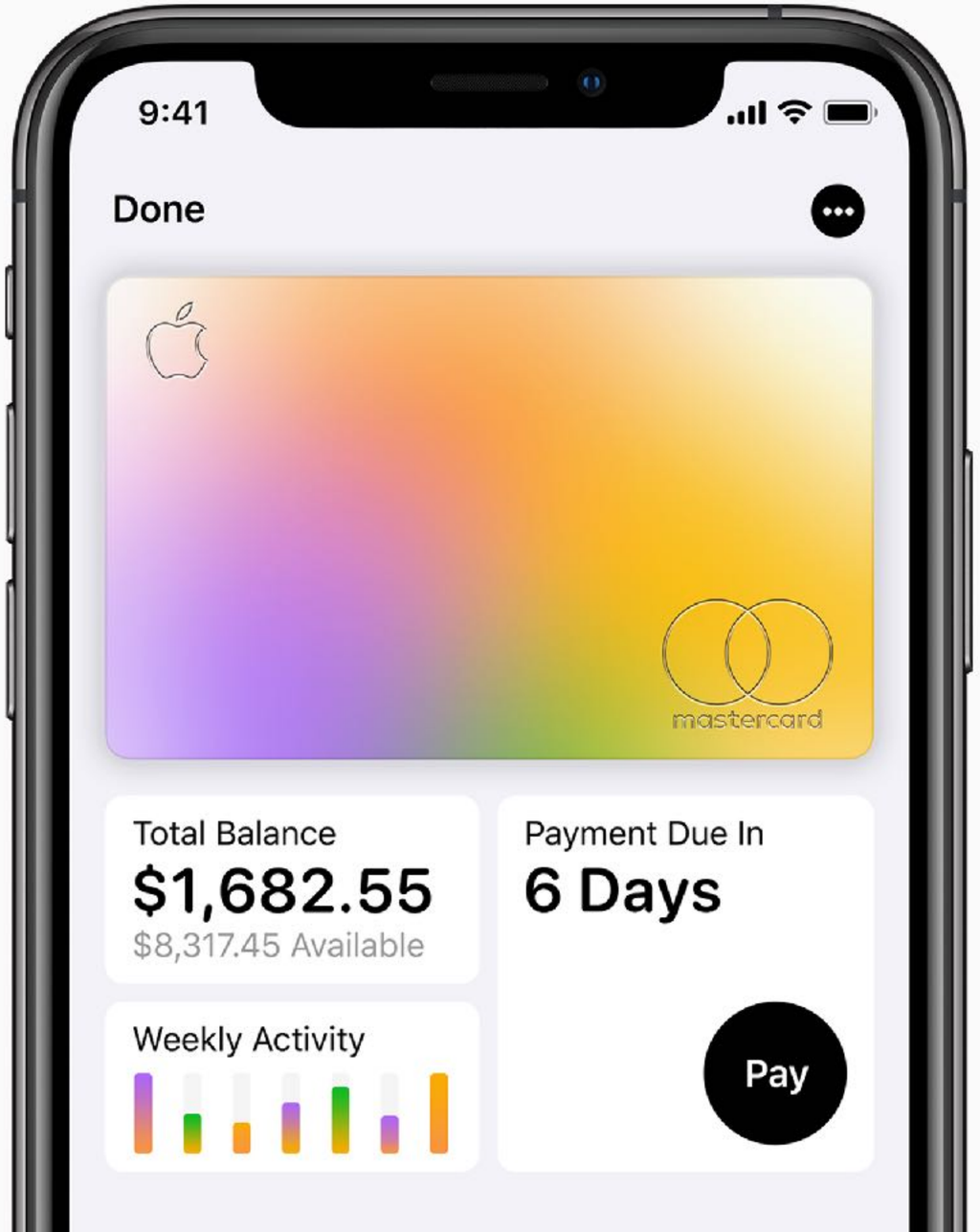
*Hawaii Panics After Alert About Incoming Missile Is Sent in Error*




BMD False Alarm
Amber Alert (CAE) - Kauai County Only
Amber Alert (CAE) Statewide
1. TEST Message
PACOM (CDW) - STATE ONLY
Tsunami Warning (CEM) - STATE ONLY
DRILL - PACOM (CDW) - STATE ONLY
Landslide - Hana Road Closure
Amber Alert DEMO TEST
High Surf Warning North Shores

# Only 50% of Americans feel that technology companies have a positive impact on the U.S.

Pew Research


9:41
Done
mastercard
Total Balance
$1,682.55
$8,317.45 Available
Payment Due In
6 Days
Weekly Activity
Pay

**DHH** @dhh · 3d

The @AppleCard is such a fucking sexist program. My wife and I filed joint tax returns, live in a community-property state, and have been married for a long time. Yet Apple's black box algorithm thinks I deserve 20x the credit limit she does. No appeals work.

1,125 7,681 21.9K

**Steve Wozniak**
@stevewoz

Replying to @dhh and @AppleCard

The same thing happened to us. I got 10x the credit limit. We have no separate bank or credit card accounts or any separate assets. Hard to get to a human for a correction though. It's big tech in 2019.

World Wide Web

Web 2.0

Mobile Applications

Cloud

Social Media

Wearables

Augmented Reality

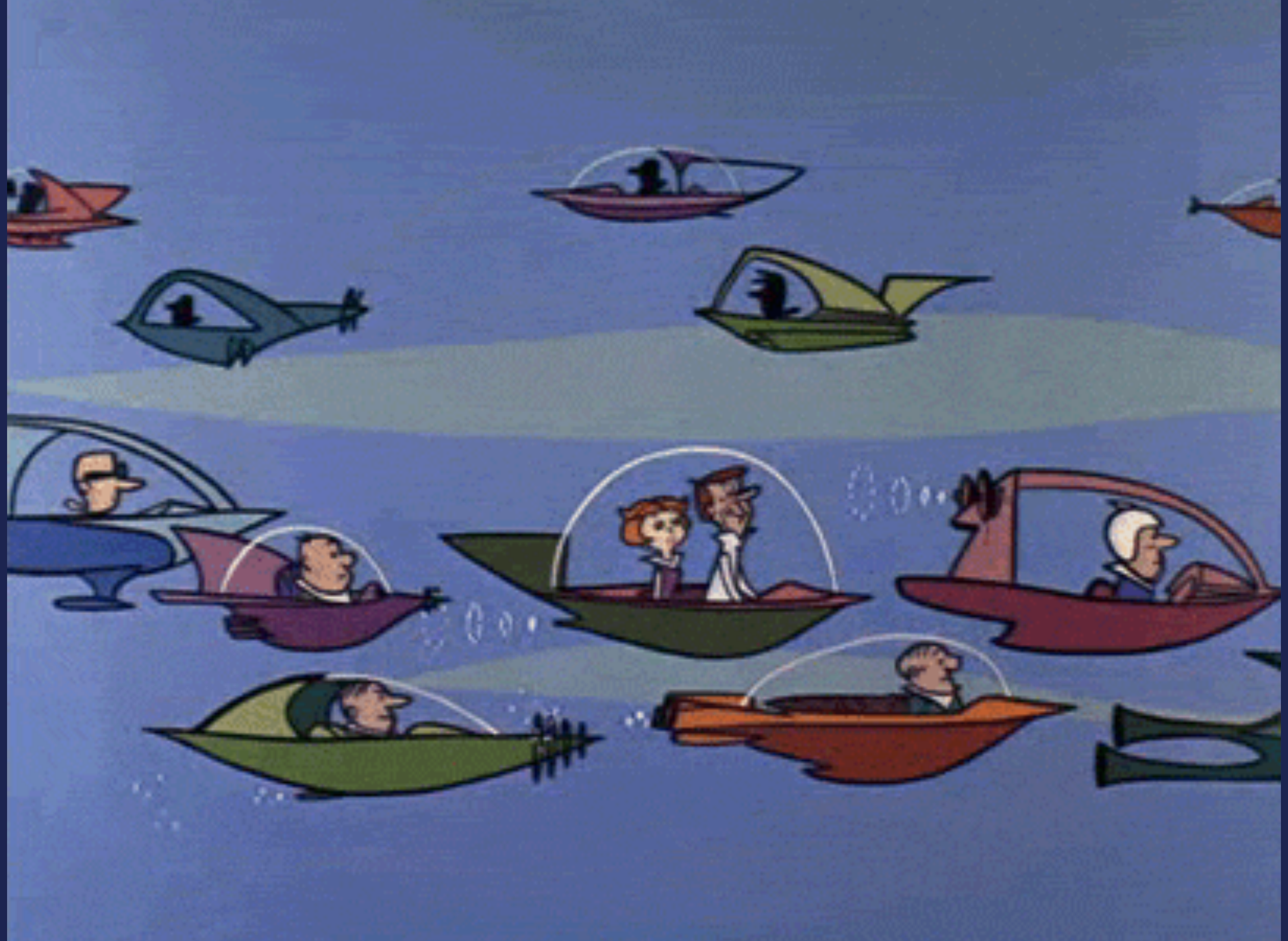
Voice

Virtual Reality

Blockchain

AI

Autonomous Vehicles



Facebook is pushing that "share a memory" junk where they make custom videos out of your old photos to boost engagement and I just literally got shown a bunch of happy cartoon characters dancing on my mom's grave. 🤦‍♀️

**The individuals who create some of the most oppressive digital systems are mostly good people.**

**-Alan Cooper**

# Types of Harm

# Physical

# Emotional

# Societal

# Harmful Patterns

**Dirty tricks to influence customer behavior**

**-Harry Brignull**

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Home ▸ Blacklabel Beard Oils ▸ Pumpkin Spice Latte Best Beard Oil | Premium All Natural Beard Oil

Share 0 | Tweet 0 | Pin it 0 | Fancy | G+1

# Pumpkin Spice Latte Best Beard Oil | Premium All Natural Beard Oil

6 sold in last 24 hours

Your Price:

$7.99 USD

Size

1/2OZ | 1OZ | 2OZ | 4OZ

Quantity

− 1 +

+ Add To Cart

Guaranteed SAFE Checkout

VISA | AMEX | shopify SECURE

**Quantity Remaining:**

75 of 100 Sold

10 Viewing This Product

**This Deal Ends In:**

| Days | Hours | Minutes | Seconds |
|---|---|---|---|
| 00 | 12 | 39 | 23 |

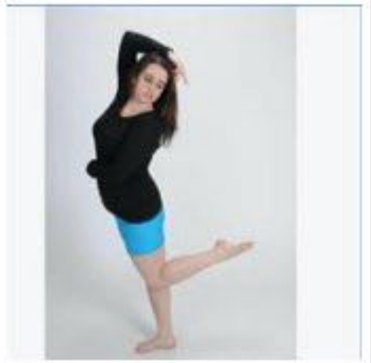
## Email Frequency

- ○ Send me wayyyyy fewer emails
- ○ Nevermind, keep sending me emails

**Are you sure you want to deactivate your account?**

Deactivating your account will disable your profile and remove your name and photo from most things you've shared on Facebook. Some information may still be visible to others, such as your name in their friends list and messages you sent.

Your 1,518 friends will no longer be able to keep in touch with you.

| Bridget will miss you | Megan will miss you | Chris will miss you | Jennifer will miss you | Fernanda will miss you |
|---|---|---|---|---|
| | | |  | |
| Send Bridget a Message | Send Megan a Message | Send Chris a Message | Send Jennifer a Message | Send Fernanda a Message |

**Reason for leaving** ○ This is temporary. I'll be back.

# Ethics

**The discipline of dealing with what is good or bad and with moral duty and obligation**

**Merriam-Webster**

# Design Ethics

**“…guide how designers work with clients, colleagues, and the end users of products, how they conduct the design process, how they determine the features of products, and how they assess the ethical significance or moral worth of the products that result from the activity of designing.”**

encyclopedia.com

**Designers need to understand the potential consequences of their actions**

facebook

# For the good of my company

# vs.

# For the greater good

# What if you were asked to design for this?

# Design Responsibly

# Sustainable Design

**The process of eliminating negative environmental impact completely through skillful, sensitive design.**

# Playpumps

# Universal Design

**The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.**

**Center for Universal Design (NC State University)**

# Curb Cuts

# Accessible Design

**A design process in which the needs of people with disabilities are specifically considered.**

$6 Million

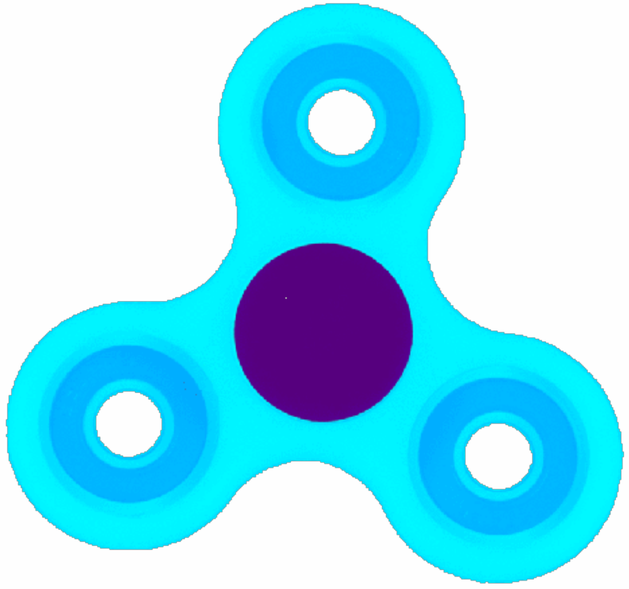
$9 Million
Morgan Stanley

$16 Million
WELLS
FARGO

cisco

Harry Potter
HARRY POTTER
and the
SORCERER'S
STONE
J.K. ROWLING
audible

amazon



AS SEEN ON
TV
Snuggie

# Inclusive Design

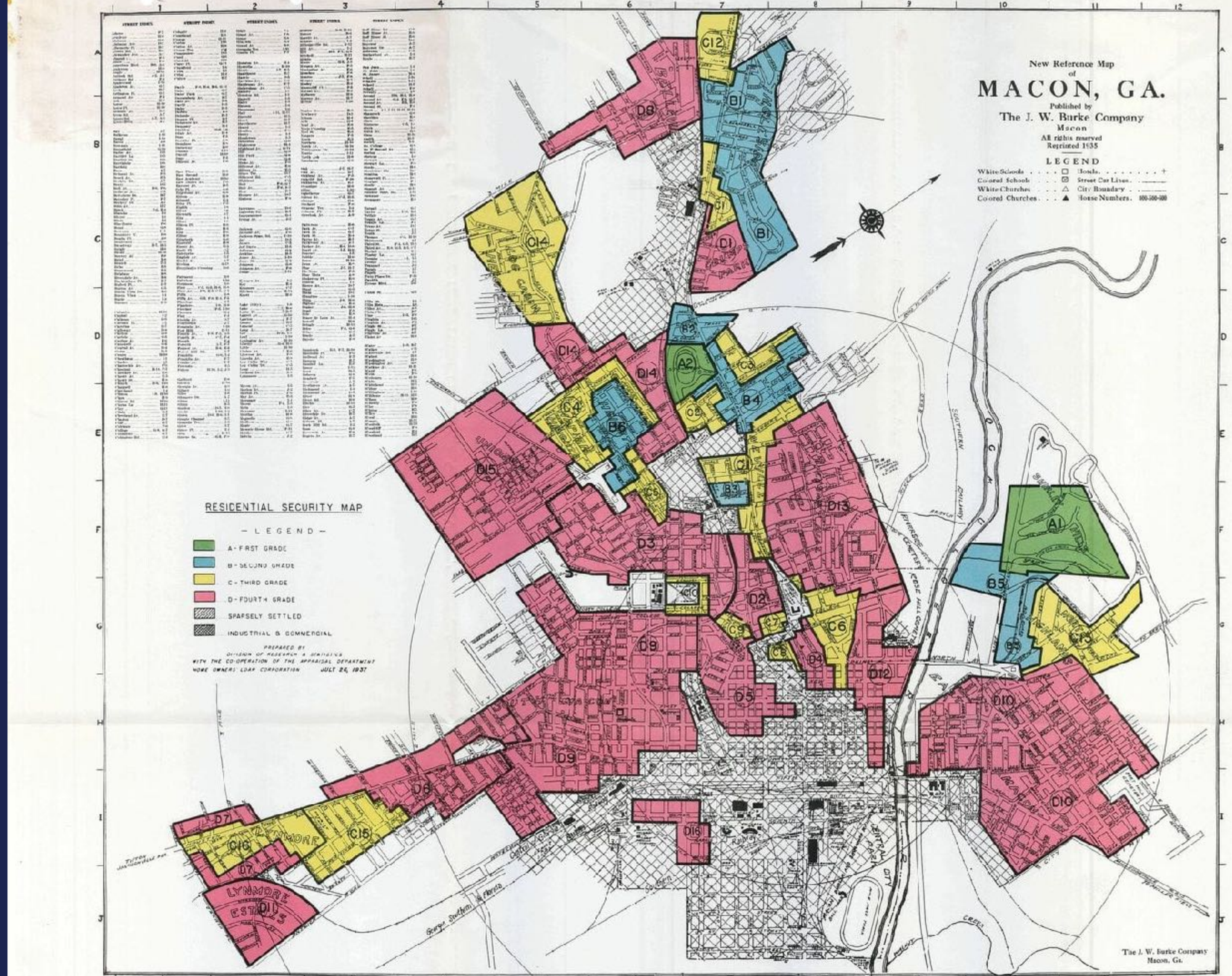
**The design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible … without the need for special adaptation or specialised design**

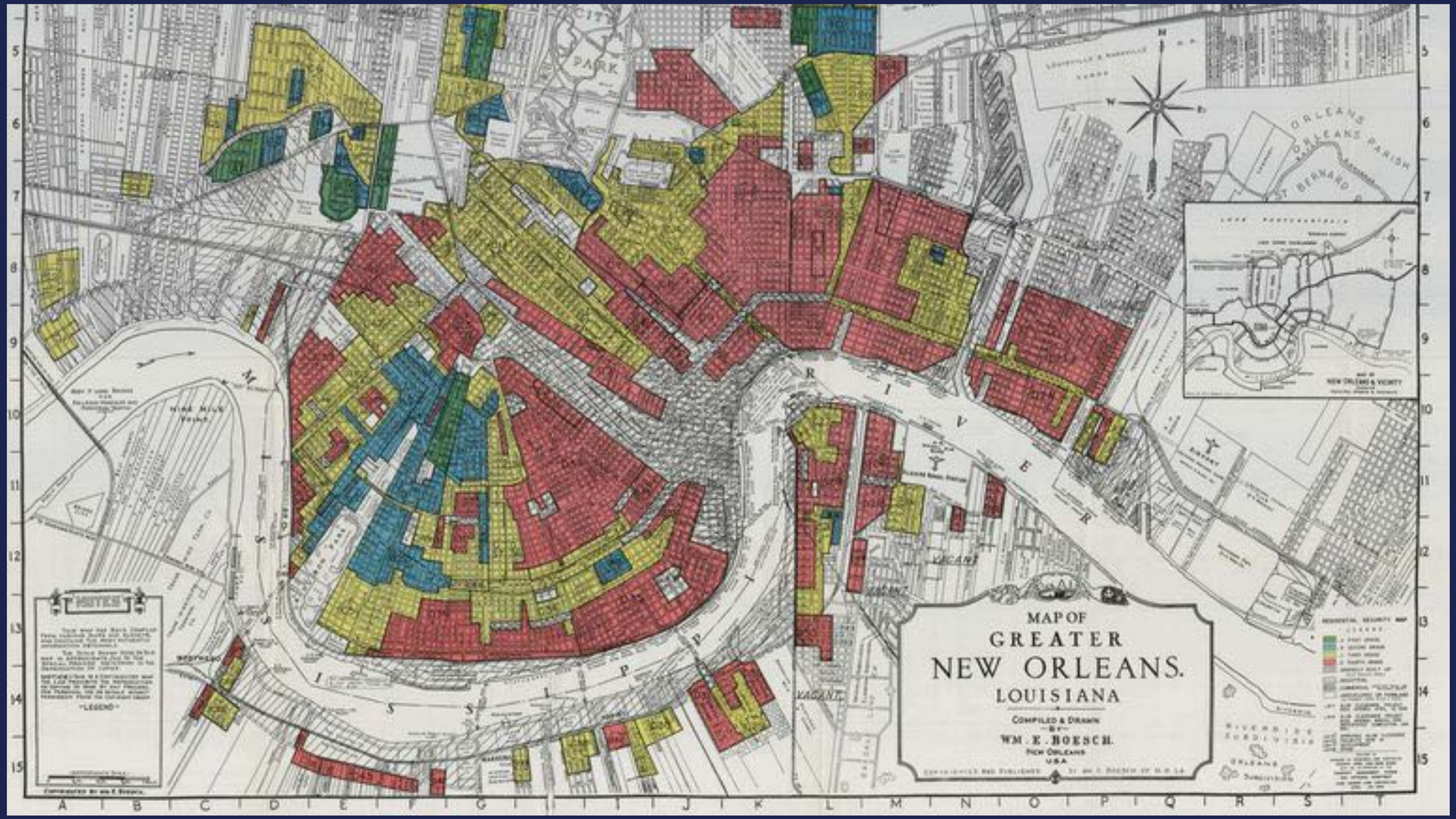
**British Standards Institute (2005)**

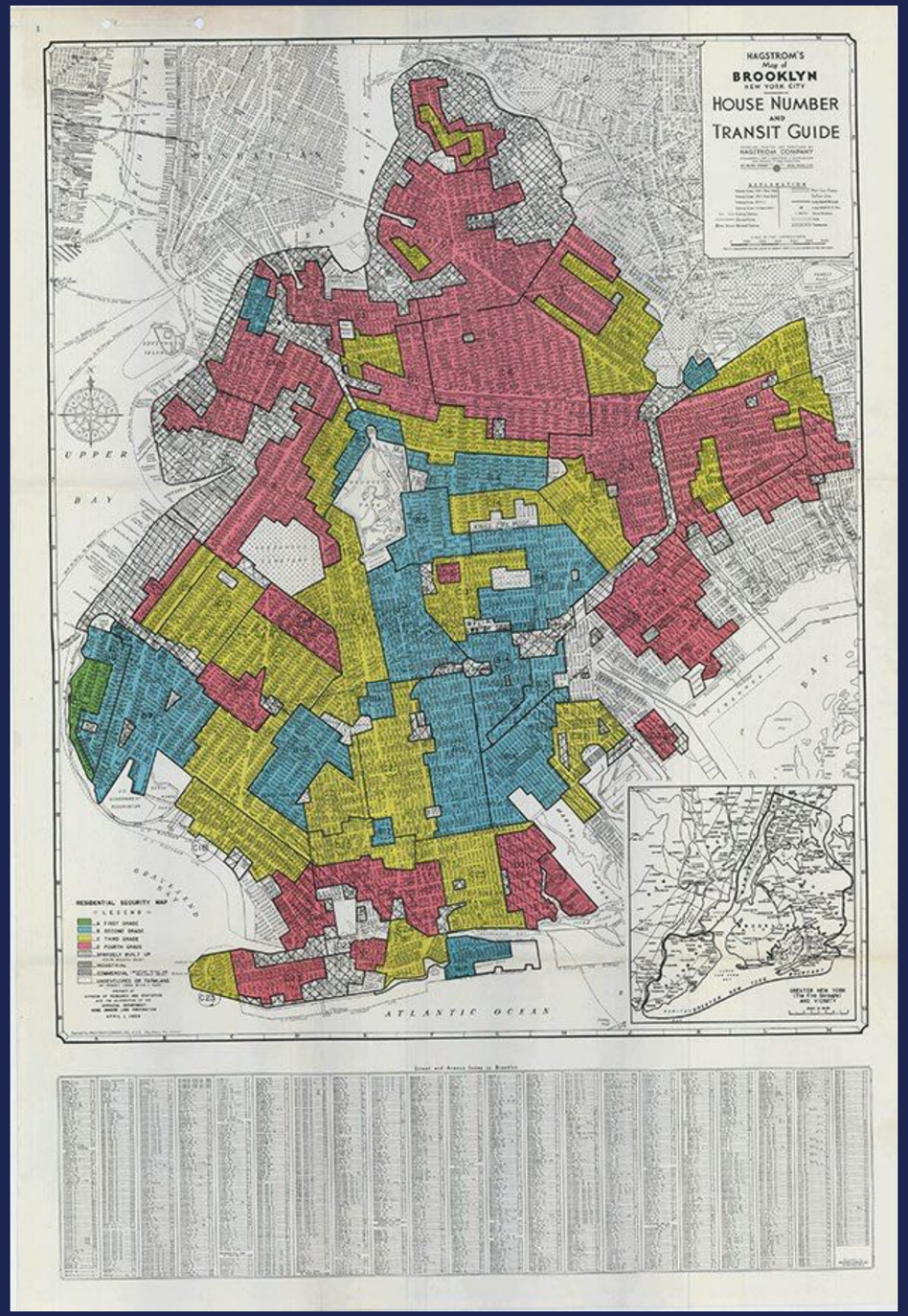
# Unintentional is not an excuse

**You are responsible for what you put into the world. And, you are responsible for the effects those things have upon the world.**

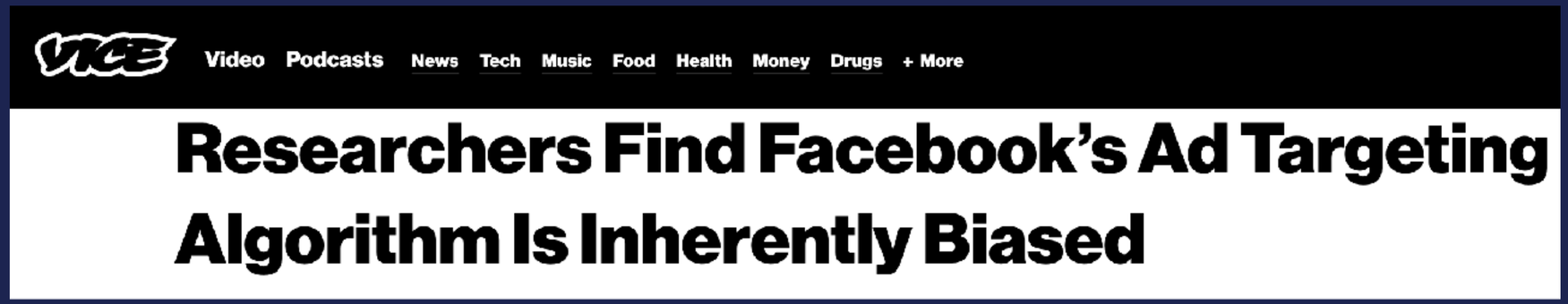
**-Victor Papanek**


New Reference Map
of
MACON, GA.
Published by
The J. W. Burke Company
Macon
All rights reserved
Reprinted 1935
LEGEND
White Schools
Colored Schools
White Churches
Colored Churches
Hospitals
Street Car Lines
City Boundary
House Numbers. 100-200-300
RESICENTIAL SECURITY MAP
— LEGEND —
A - FIRST GRADE
B - SECOND GRADE
C - THIRD GRADE
D - FOURTH GRADE
SPARSELY SETTLED
INDUSTRIAL & COMMERCIAL
PREPARED BY
DIVISION OF RESEARCH & STATISTICS
WITH THE CO-OPERATION OF THE APPRAISAL DEPARTMENT
HOME OWNERS' LOAN CORPORATION JULY 26, 1937
The J. W. Burke Company
Macon, Ga.

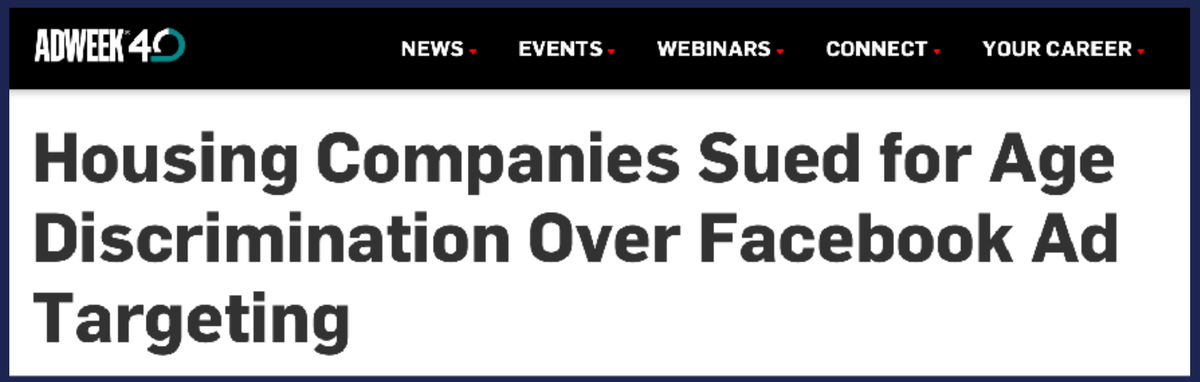

MAP OF
GREATER
NEW ORLEANS.
LOUISIANA
COMPILED & DRAWN
BY
WM. E. BOESCH.
NEW ORLEANS
U.S.A.
ORLEANS
ORLEANS PARISH
ST BERNARD
CITY
PARK
VACANT
VACANT
VACANT
NEW ORLEANS & VICINITY
LEGEND


HAGSTROM'S
Map of
BROOKLYN
NEW YORK CITY
HOUSE NUMBER
AND
TRANSIT GUIDE
HAGSTROM COMPANY
UPPER
BAY
ATLANTIC OCEAN
RESIDENTIAL SECURITY MAP
LEGEND
A FIRST GRADE
B SECOND GRADE
C THIRD GRADE
D FOURTH GRADE
INDUSTRIAL
GREATER NEW YORK
THE FIVE BOROUGHS
AND VICINITY

# Are We Past That Now?


VICE
Video Podcasts News Tech Music Food Health Money Drugs + More
Researchers Find Facebook's Ad Targeting Algorithm Is Inherently Biased

PROPUBLICA
Graphics & Data Newsletters About
Trump Administration Immigration Health Care Education More... Series Video
MACHINE BIAS
Facebook (Still) Letting Housing Advertisers Exclude Users by Race


ADWEEK
NEWS EVENTS WEBINARS CONNECT YOUR CAREER
Housing Companies Sued for Age Discrimination Over Facebook Ad Targeting

The New York Times
Facebook Halts Ad Targeting Cited in Bias Complaints

# What’s the worst that could happen?

The New York Times

# *Volkswagen Engineer Gets Prison in Diesel Cheating Case*

# Embed Responsibility into Your Process

# Typical Design Discovery

Identify the problem

Identify user needs

Understand workflow and context

# What can go wrong?

# What if it's used by different people, or the wrong people?

# What if it’s used in a different context or another purpose?

# Who can access the design?
# Who can’t?

# Responsible Design Best Practices

# Responsible Design Best Practices

**Prioritize usability**

**Data-informed**

**Equitable and flexible**

**Tolerate mistakes**

**Have good intentions**

**People-centered**

**Assume & be proven wrong**

**Embrace diversity**

# Prioritize Usability

# Equitable and Flexible

# Have Good Intentions

# Assume & Be Proven Wrong

# Data-informed

# Tolerate Mistakes

# People-centered

# Embrace Diversity

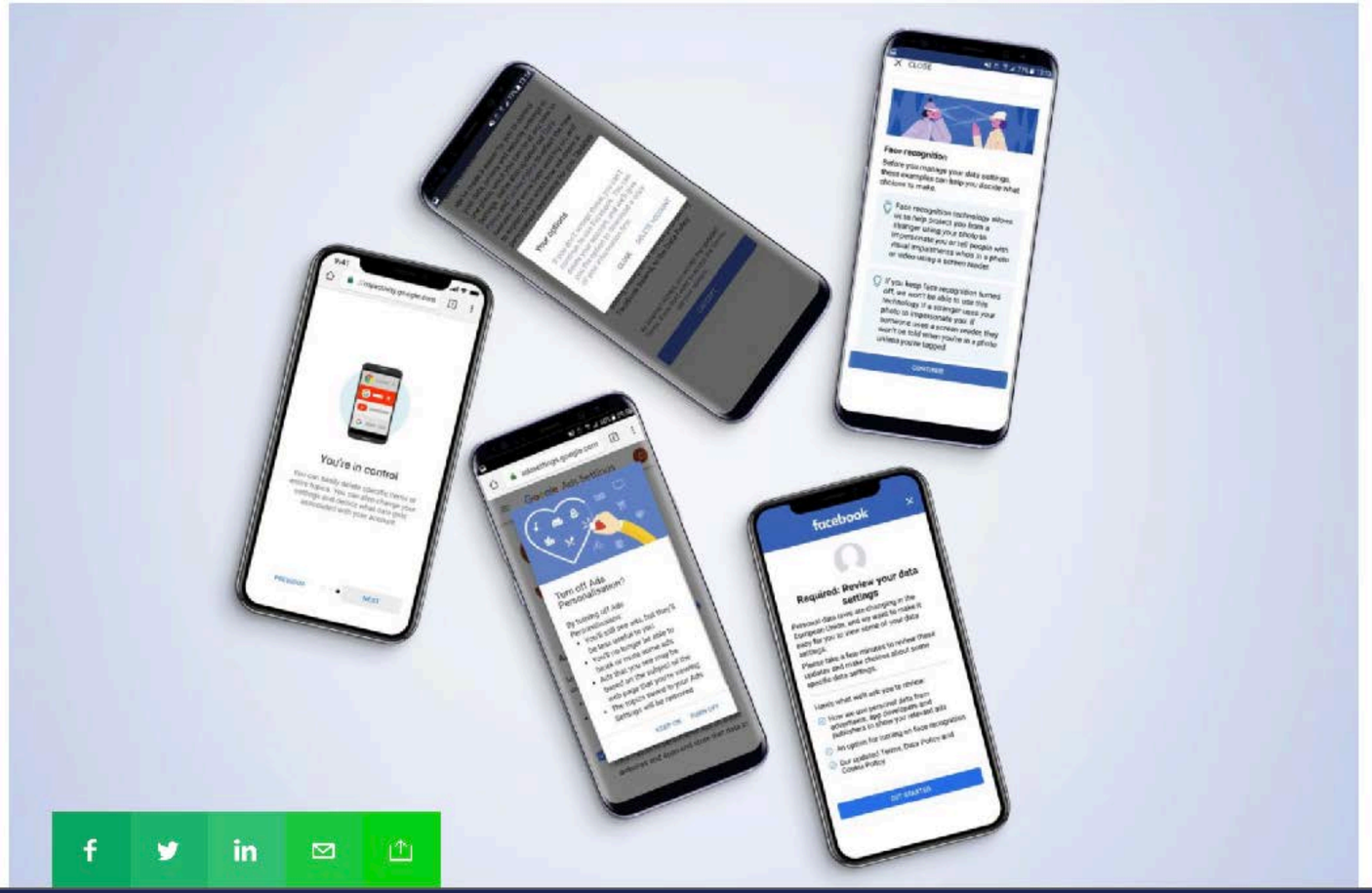
Worry less about design
and more about
human-centered decisions

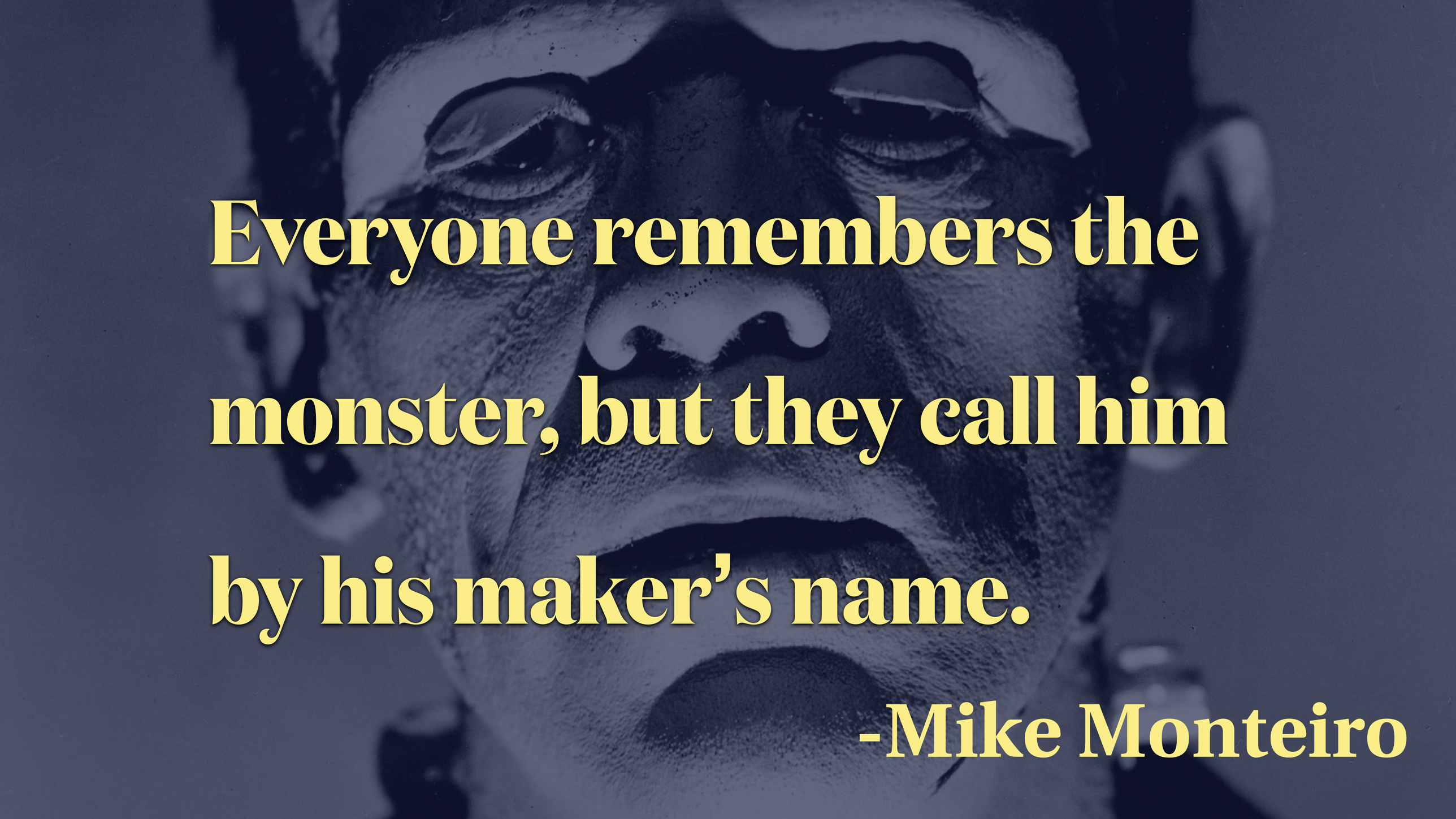
-Kim Goodwin

# Study calls out 'dark patterns' in Facebook and Google that push users toward less privacy

**Devin Coldewey** @techcrunch / 3 months ago

Comment




Everyone remembers the
monster, but they call him
by his maker's name.
-Mike Monteiro

# Thanks.