TDAG
DESIGN

*UX Psychology &
Interaction Design*
C O N S U L T A N T

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Ethical & Inclusive Design
TO INCREASE REVENUE

WHAT IS ETHICAL DESIGN?

FIRST, DO NO HARM

The duty and responsibility to treat others with fairness and respect, placing the customer's wellbeing above business' profits.

Consider the consequences, both the long and short term. What are the consequences for the users, and what financial ramifications would the business suffer?
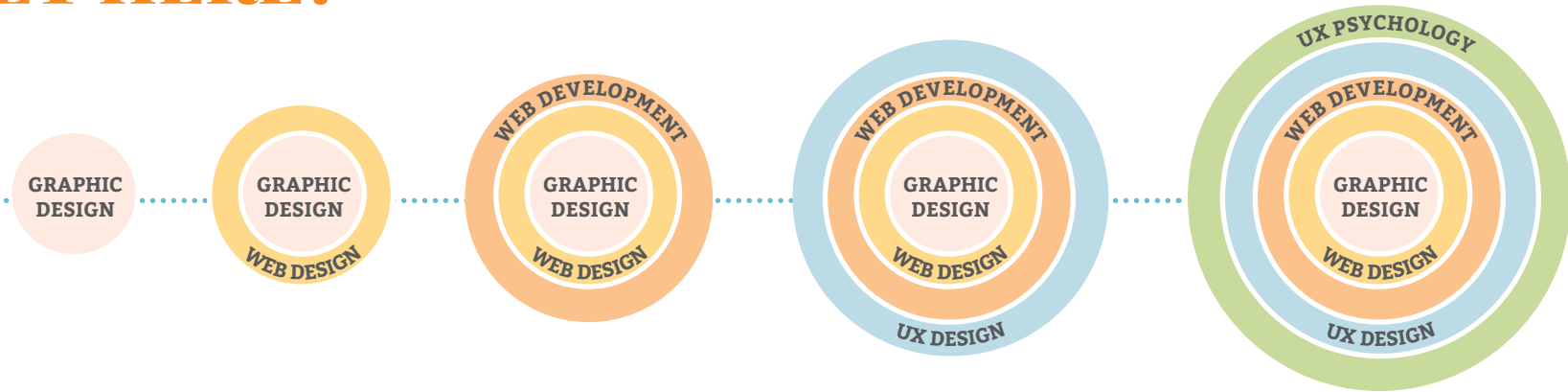
Consider who benefits from your decisions. What problem are we solving through this decision? How does it make people's lives better, easier, or more comfortable? How does it help our business?

FINDABLE

DESIRABLE

ACCESSIBLE

VALUABLE

CREDIBLE

USABLE
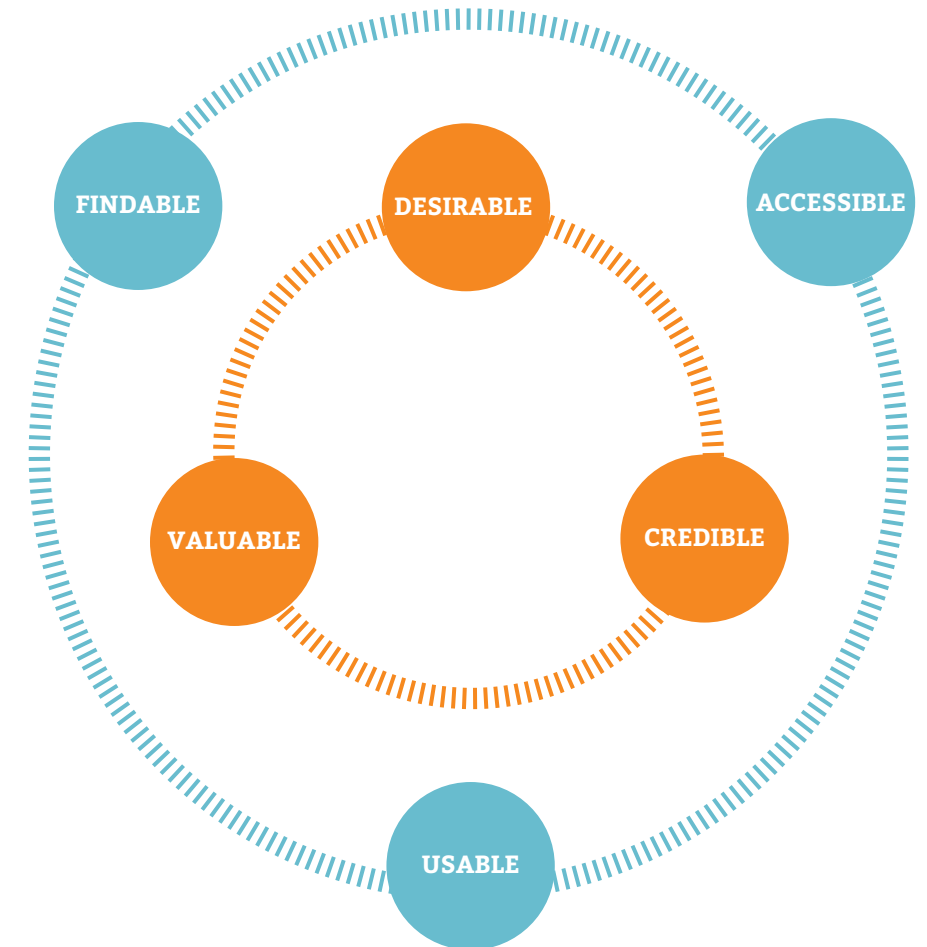
CREATE A PERFECT PRODUCT ETHICALLY (no tricks, no manipulation)

HOW DID I GET HERE?

MY PATH

WHAT DO I DO?

I help organizations create digital products that delight customers, while increasing revenue WITHOUT manipulation

- As a **psychologist**, I understand how people think and I can empathize with how they feel

- As a **designer**, I can create an interfaces that inspires trust & delights your customers

- As a **web developer**, I understand how accessibility and mobile-first design is crucial to success

- As a **teacher**, I have sharp active-listening skills and I can connect with a wide range of people

WHAT SKILLS DO YOU NEED?

To be part of the ethical/humane tech movement you need special skills on top of technical competencies

- **empathy** to understand how people feels/think

- **open mind** to accept new ideas

- **desire to learn and question your assumptions**

- **critical thinking and problem solving** to enjoy solving complex challenges

- **Ability to work in team** to create more creative solutions

THE GOOD AND THE BAD

OF ETHICAL DESIGN

THE GOOD

Consumers are getting smarter — a company values now matter and may persuade customer.

The law is getting stricter — More and more country are drafting privacy laws

The penalties are harsher — Enforcement and fines are powerful incentives

There is a growing interest – The design and data science field is starting to ask hard questions

AI and data science are under scrutiny – There is an increasing clamoring for ethical practices

THE BAD

Companies' misunderstanding — Companies think that ethical design means to reduce revenues. In fact the opposite is true if you look for long-term earning.

Lack of interest — Decision makers are not always interested in having a conversation about ethics

Designers' lack of influence — Often, designers have simply not enough influence to convince their superiors

THE SOLUTION

Get Informed — Learn the actual facts and laws and be ready to use them to support your decision

Gather data — Show the downside for unethical behavior, in a language business can understand: money

Create proof of concept — Create an example of ethical design and measure the results

ETHICAL PERSUASION
CASE STUDY

INTRODUCTION

About the Client — Rady's Children Hospital is a famous children's hospital in San Diego and in the nation. In fact a brief glance to their website proudly announces: "Survey Ranks *Rady Children's Among Nation's Top 10 Children's Hospitals in Neonatology, Orthopedics and Urology*", accompanied by a golden badge.

Charity Navigator assigned the "*three stars - give with confidence*" designation to the foundation associated with the hospital, noting that more than 75% of the funds are going directly to programs.

The Challenge — This fundraising was analyzed for persuasiveness and used as an example of ethical design, in my UX class.

While this is a printed piece, the principle applied are equally valid in the interactive environment.

The Analysis — The letter was analyzed under the lens of persuasive, behavioral and cognitive psychology; the design aspect, while secondary was considered as well.

The analysis was forwarded to the team responsible for its design, upon requests of Rady's Children.

ETHICAL TEST

So, what was the verdict?

The mailer uses many persuasive techniques to achieve their well deserving goal. While the letter evokes strong feelings, it passes the TARES Test*, by creating a sense of community that unites people but also allows the maximum individual choice of performing a voluntary action.

Finally, it employs emotional flows, taking the readers through a complex internal journey that alternates between negative and positive feelings, and ending with hope and inspiration to act.

Conclusion

The fundraising letter from Rady Children's Hospital Foundation clearly demonstrating how persuasion can be used for the common good.

Through expert use of design, writing and influence principles, it creates an emotional connection with the reader, induces transportation with its use of storytelling, and ultimately, inspires to make a donation.

*T: Is the claim truthful? A: Is the claim authentic? R: Does the advertisement treat the receiver with respect? E: Is there equity between the advertiser/public relations specialist and the consumer? S: Is the advertisement socially responsible? (The Tares Test: a breakdown)

read the full report here

UNETHICAL PERSUASION
CASE STUDY

Mailing Panel

Power of Authority

Power of Authority + Social Validation + Pessimism Bias

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Front Panel

Janet Gross, Dialysis Patient, Mission Hills
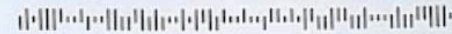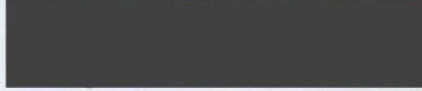
Vote NO
on Proposition 23

You can help **protect the 80,000 Californians** with kidney failure, who rely on **dialysis to stay alive**
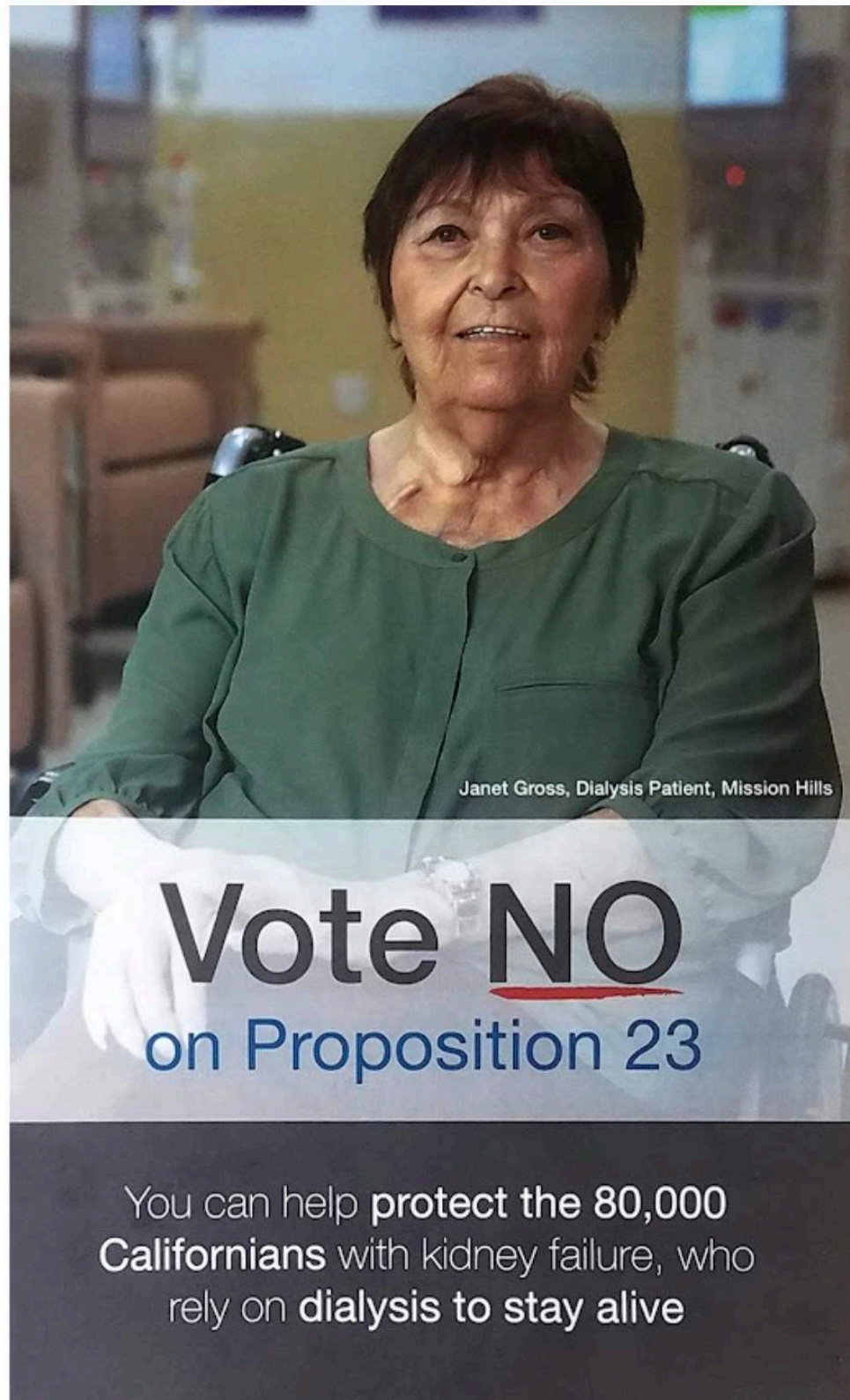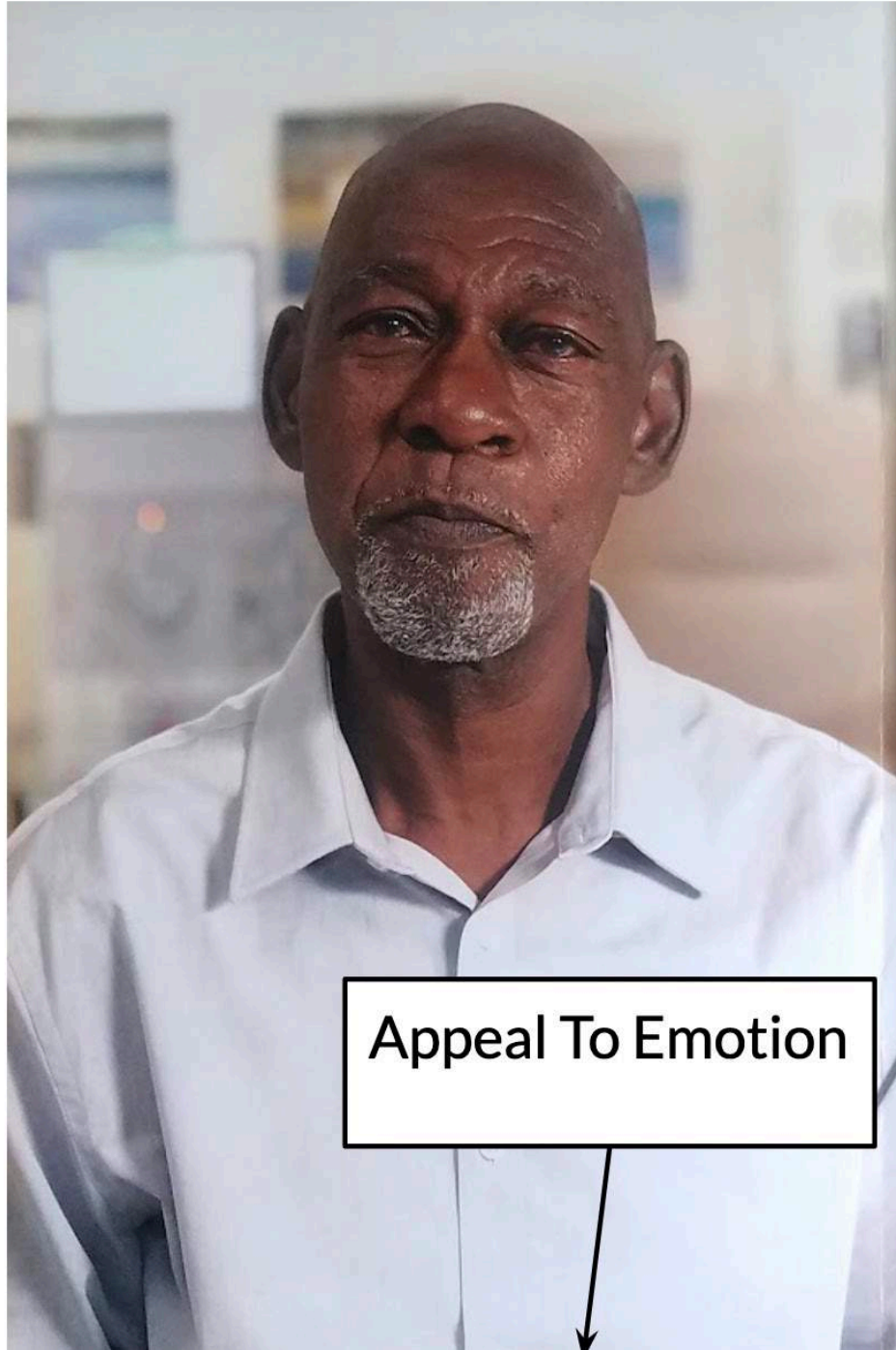
Appeal To Emotion

Are we the same?

I am a good person: I have to help to avoid Cognitive Dissonance

First Unfolding

Pessimism Bias

Prop 23 puts the lives of patients at serious risk - including death

Approximately 80,000 Californians with failed kidneys receive dialysis treatment three days a week, four hours at a time to stay alive. Proposition 23 would result in clinic closures that would jeopardize access to care dialysis patients need. **This is incredibly dangerous because missing a single treatment increases the risk of death by 30%.**

Source: Kidney International

Appeal To Emotion

Vague Power of Authority

Fully Open

Social Validation

Pessimism Bias + Power of Authority

Appeal To Emotion

Appearance of Authority

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Ready to be part of Ethical Tech?
We need your help

Stay in Touch

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If you want to learn more about Ethical UX Design, you can check my talk on YouTube

Thank you!

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