



TDAG  
DESIGN

*UX Psychology &  
Interaction Design*  
CONSULTANT

619.981.1452



# Ethical & Inclusive Design **TO INCREASE REVENUE**

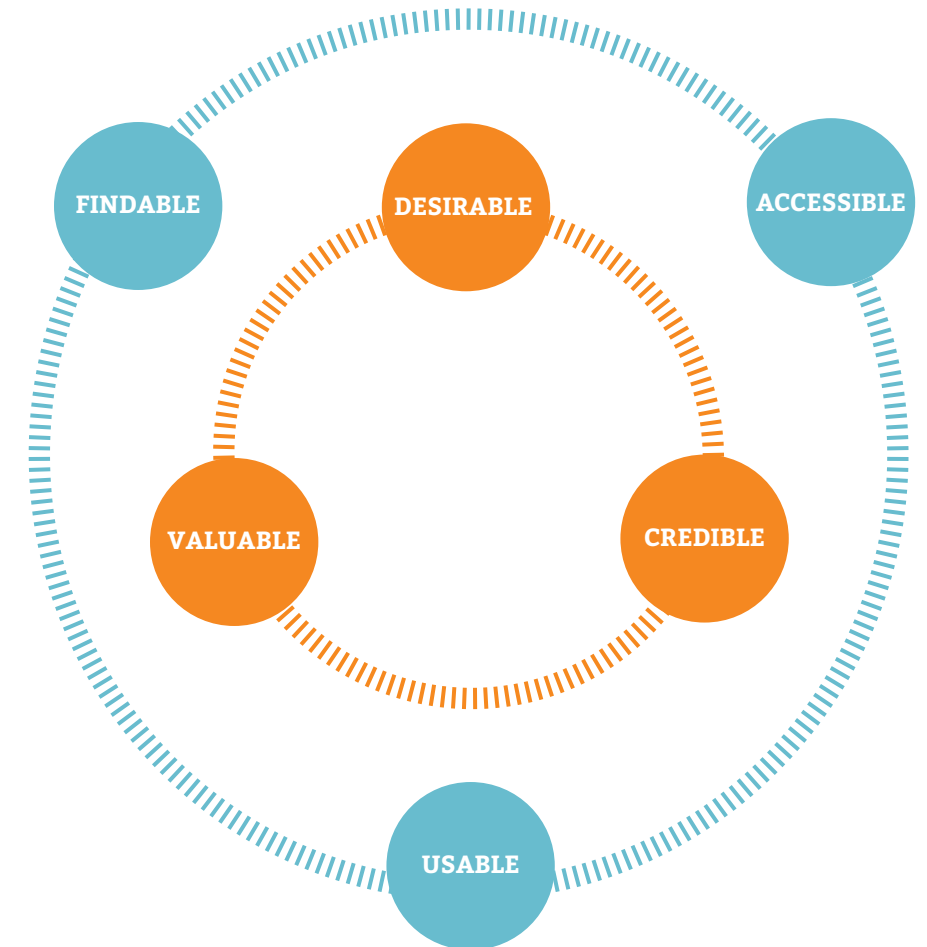
# WHAT IS ETHICAL DESIGN?

## 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?**

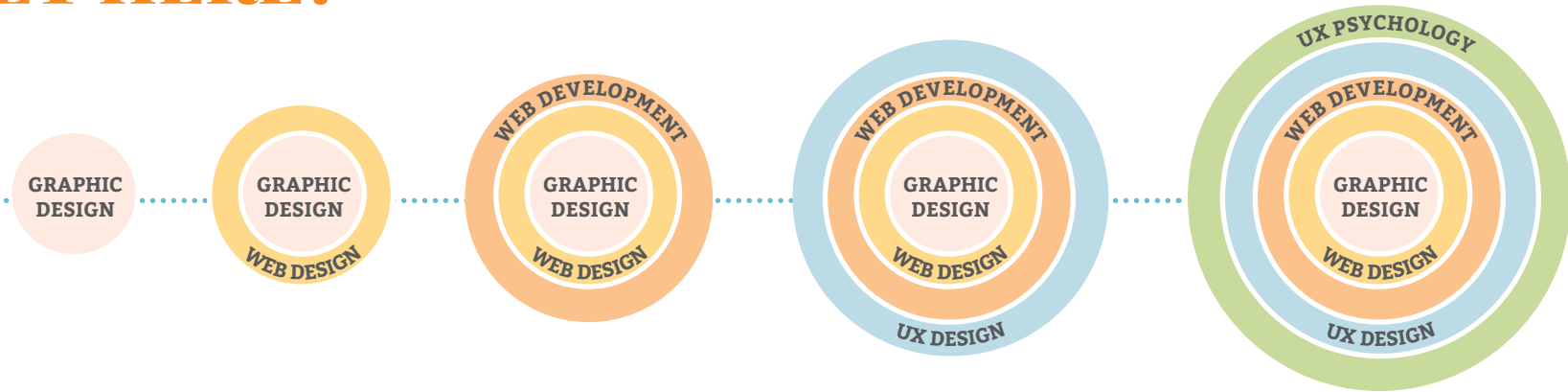
**Consider who benefits from your decisions. What problem are we solving through this decision? How does it make people's lives better, easier, or more comfortable? How does it help our business?**



**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](#)<sup>\*</sup>, 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.

<sup>\*</sup>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](#))

Trusted Organization

Persuasive Headline, referring to the Holidays

Encouraging image, showing recovery

Persuasive Narrative

Flattering Salutation

Unexpected story arc

Bold Text interrupts story with Call To Action

Persuasive Headline, in first Person

Rady Children's Hospital Foundation

**This Holiday Season, Tell Them Yes.**  
Support Them Through Rady Children's Hospital

October 8, 2021

Dear Prof. Dagostino,

Eight years ago, I watched my brother, Saul, battle cancer. I supported him at every step: through his chemo treatment, complications and setbacks, until three years later, when we finally celebrated his remission and survivorship.

Not for one second did I think cancer could happen to my baby. But on March 15, 2018, I heard the words, "Your daughter has cancer."

I am Michelle. On that fateful day, my world turned upside down. My 5-year-old daughter, Valentina, was diagnosed with acute lymphoblastic leukemia, or ALL for short. Here is our story.

**You can help a child today. Please join the fight against childhood cancer with your gift.**

Kindergarten was Valentina's "happy place." She loved school, her teacher and her friends. A strong and heady little girl, Valentina had boundless energy and was rarely sick.

In March 2018, the teacher noticed Valentina was extremely tired. The next day, Valentina was fatigued and began to talk about achiness and pain. Soon after, I saw that my daughter was walking slowly, with a limp.

Within days, I brought an exhausted Valentina to the doctor's office for blood work. The next day, the pediatrician requested that we go to Rady Children's Hospital for more blood work.

The Emergency Department physician gave me the news: "Your daughter has cancer."

**You can make sure a child receives the care they need, precisely when they need it. Give today at: [RadyFoundation.org/holiday](#)**

Thus began our cancer journey at Rady Children's Hospital. Valentina was immediately admitted to the Rady Children's Peckham Center for Cancer and Blood Disorders. The next several days were a dizzying blur of tests and procedures, tubes, transfusions and the start of chemotherapy.

My mother and I feared that Valentina would suffer the same complications and setbacks my brother had endured. But in the first few days in the hospital, we were introduced to Lisa, a child life specialist, who explained that children respond differently to ALL treatment than adults, and that Valentina's journey may be very different than Saul's.

(over, please)

Rady Children's Hospital • 3020 Children's Way • MC 5005 • San Diego, CA 92123 • 858-966-7878

**I want to help tell children like Valentina, "YES! There IS Hope."**

☐ \$110 ☐ \$140 ☐ \$165 ☐ \$220 ☐ Other \$ \_\_\_\_\_

☐ I am enclosing a check payable to: Rady Children's Hospital Foundation.  
☐ Please charge my donation to: ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Name on card: \_\_\_\_\_

PLEASE PRINT NAME ADDRESS CHARGE

Prof. Tiziana Dagostino  
4135 Tolowa St  
San Diego, CA 92117-3852 1A761

846498 DMR2110-SL2

Please share your email address, phone number and communications preferences, so we may keep you informed.  
My preferred email address is: \_\_\_\_\_

My preferred telephone number is: (\_\_\_\_) \_\_\_\_\_

I prefer to be contacted by:  
☐ Mail ☐ Email ☐ Phone

Follow us on Facebook at:  
[facebook.com/radychildrens](#)

You also may contribute online at: [RadyFoundation.org/holiday](#)  
Please see reverse side for information about additional ways to give.

If you would like to opt-out of all fundraising communications from Rady Children's Hospital, call 858-966-7878 or email us at [donorcommunications@rady.org](#)

*read the full report here*



# UNETHICAL PERSUASION

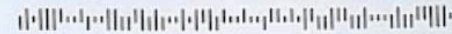
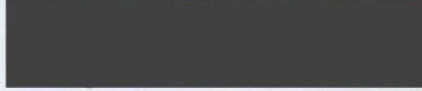
## CASE STUDY

# NO on Prop 23

P.O. Box 4976, Chatsworth, CA 91313

Presorted Std.  
US Postage  
Paid  
Victory Mail

P-3 P160\*857663\*61\*\*\*\*SCH 5-DIGIT 92117 FSSB



## Medical experts agree: **Prop 23 hurts dialysis patients**



"Prop 23 jeopardizes access to care for tens of thousands of patients who depend on dialysis to stay alive. Vote NO on Prop 23."

Peter N. Bretan, M.D.  
President  
California Medical Association



"Prop 23 will lead to clinic closures and cutbacks that will reduce access for patients and put their lives in jeopardy."

Hrant Jamgochian, Chief Executive Officer  
**Dialysis Patient Citizens**  
A nonprofit, dialysis patient-led advocacy group representing 28,000 patient members



"Prop 23 dangerously reduces access to care, putting vulnerable dialysis patients at serious risk."

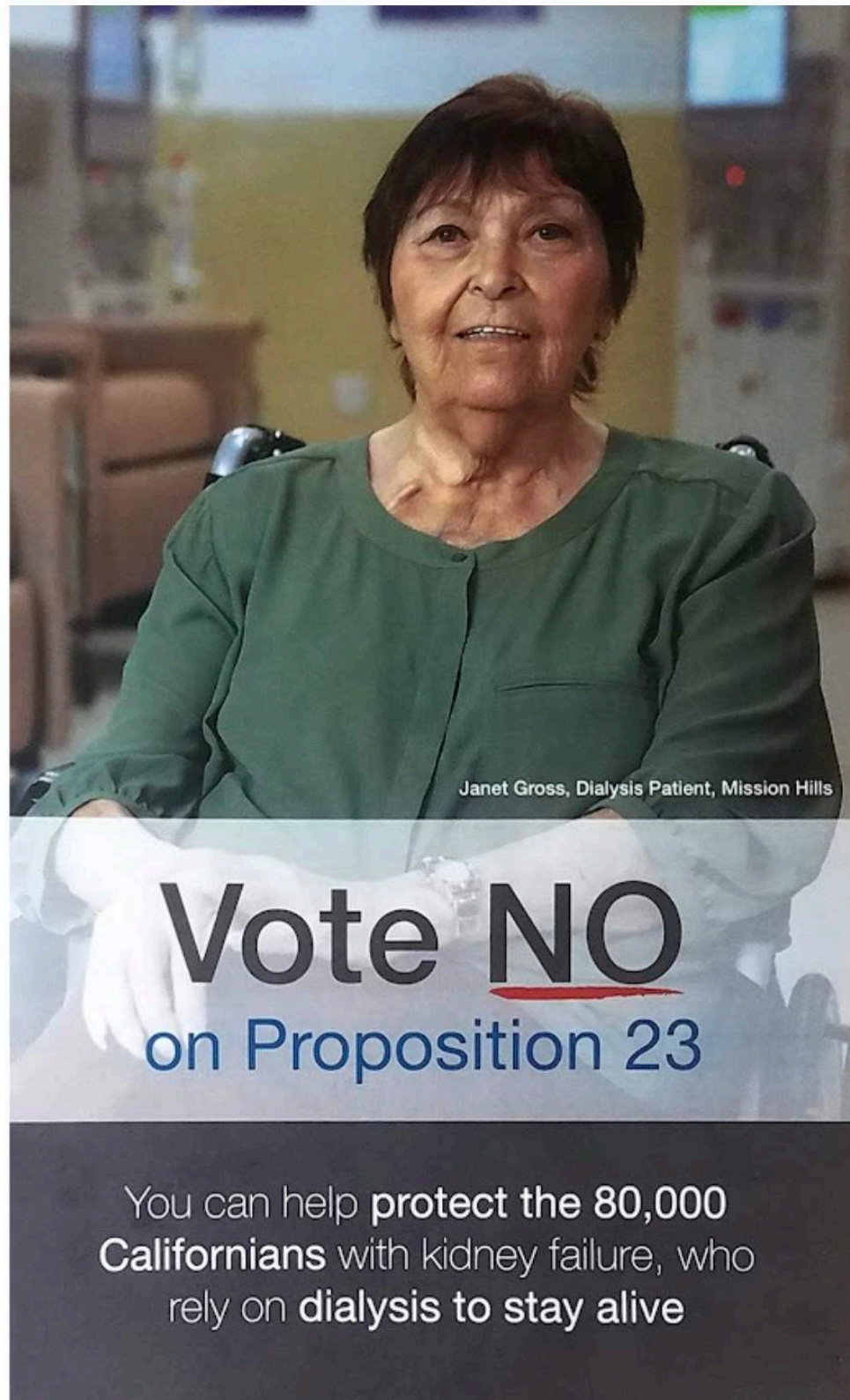
Marketa Houskova, Doctor of Nursing Practice, RN  
Executive Director  
American Nurses Association\California

## Mailing Panel

Power of Authority

Power of Authority +  
Social Validation +  
Pessimism Bias

## Front Panel



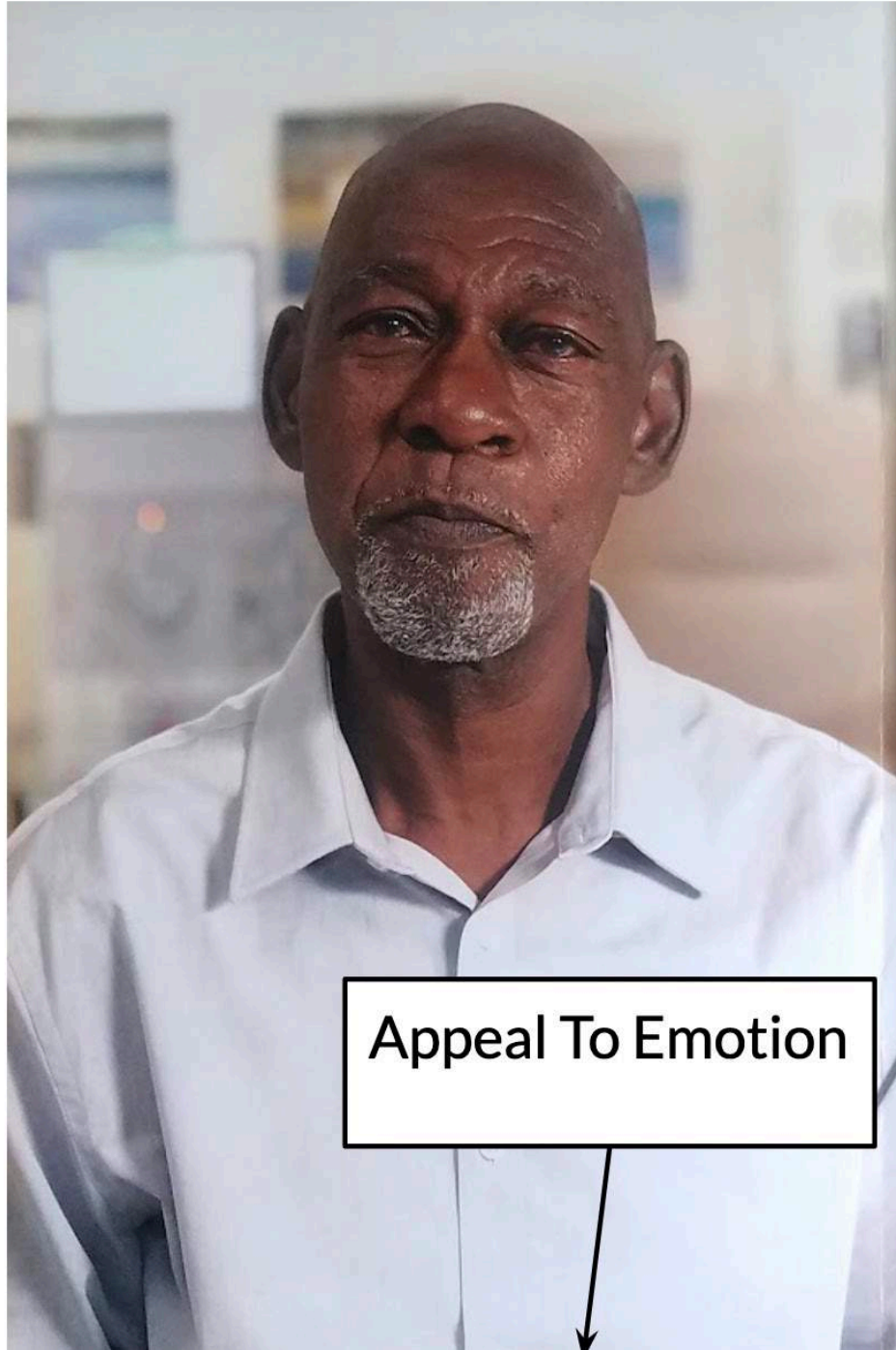
Appeal To Emotion

Are we the same?

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



# First Unfolding



Appeal To Emotion

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*

Vague Power of Authority



# Fully Open

Social Validation

Pessimism Bias +  
Power of Authority

**Prop 23**  
jeopardizes the  
**lives** of vulnerable  
dialysis patients

**Appeal To Emotion**

"The special interests behind Prop 23 should be ashamed of themselves for trying to pass this. They have no idea what it's like to live as a kidney patient like I have for the last 29 years.

"Please help protect me and 80,000 other kidney patients in California. Vote NO on Proposition 23."

**Gregory Ridgeway**  
Dialysis Patient, Long Beach

- Prop 23 would close dialysis clinics, which **dangerously limits access to care**
- Prop 23 makes California's **physician shortage even worse**
- Dialysis clinics are already **strictly regulated and provide high-quality care**

**Vote NO on Prop 23**  
[NoProposition23.com](http://NoProposition23.com)

Appearance of Authority



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

## Stay in Touch

[Linkedin.com/in/tizianadagostino/](https://www.linkedin.com/in/tizianadagostino/)  
[info@tidag.com](mailto:info@tidag.com)



If you want to learn more about Ethical UX Design, you can check my talk on [YouTube](#)

# Thank you!

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