First, design no harm...

Per Axbom

Abusive environments

Abusive environments

Abusive environments

“If you screw people over they are going to stop doing business with you, and they’ll tell all their friends to stop doing business with you.

“If you screw people over they are going to stop doing business with you, and they’ll tell all their friends to stop doing business with you.

– Voices of privilege

Why people do not leave abusive relationships

1. Society normalises unhealthy behaviour and people may not understand that their relationship is abusive.

data

habits

privacy

contracts

Why people do not leave abusive relationships

2. Victims feel personally responsible for the abusive behavior.

"It's me"

"My fault"

"My lack of self-control"

"I didn't read the terms."

"I'm struggling, everyone else seems fine."

Why people do not leave abusive relationships

3. If you stick it out, things might change.

"Remember the good times."

"It's not all bad."

"I think people are starting to notice. "

"It can't get worse?"

Why people do not leave abusive relationships

4. You share a life together.

Here are your photos.

Here are you colors.

Here are your friends.

“I can’t leave all my stuff!”

Why people do not leave abusive relationships

5. Leaving is made difficult.

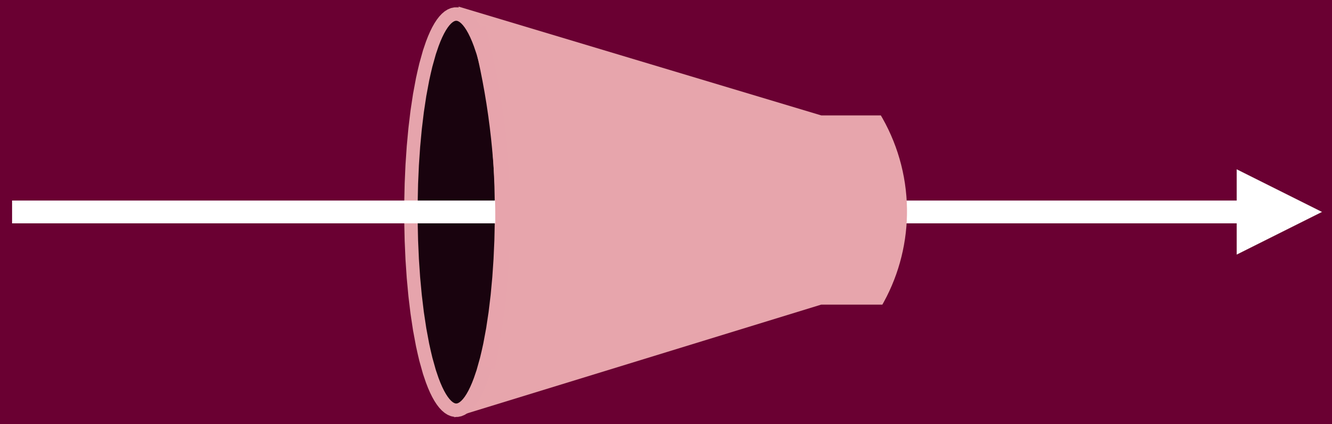
Please call.

These hours only.

7 days before renewal.

“You’ll lose all your history.”

The ability to abuse



Conversion-driven design…

The ability to abuse

“I want to help people.

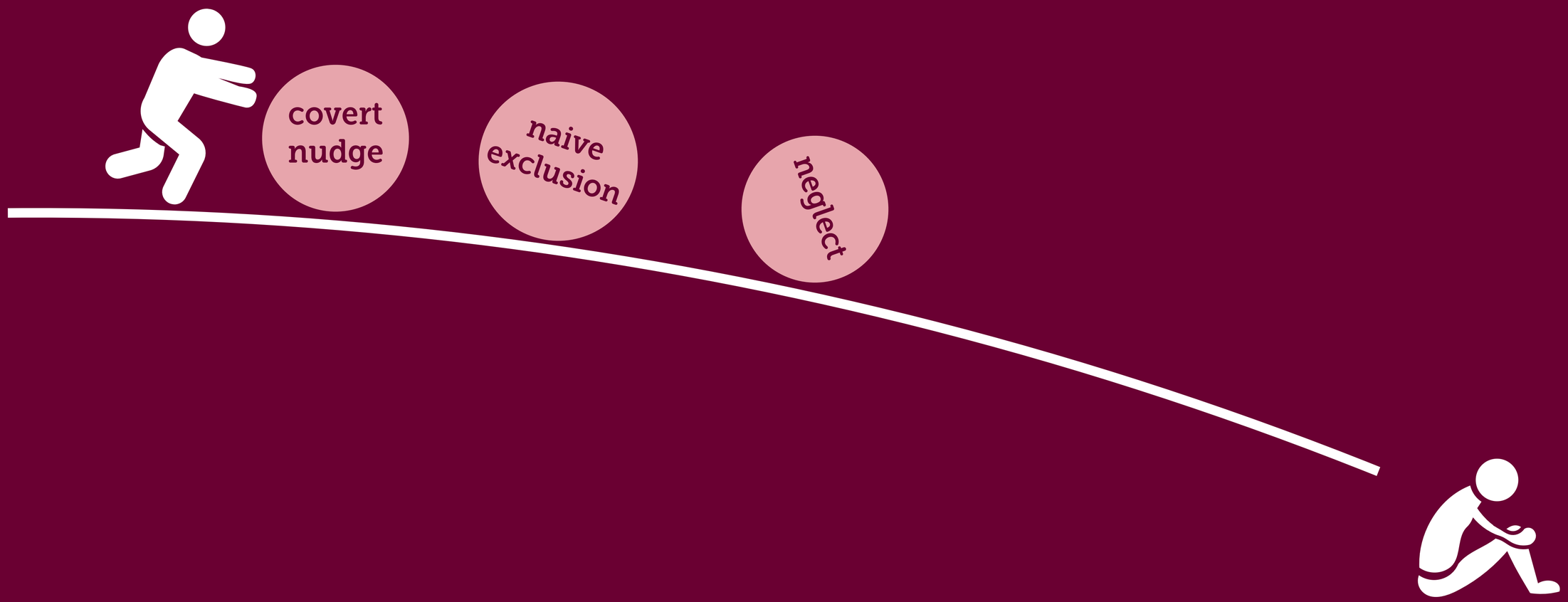
The ability to abuse

> I want to help people.
>
> A position to help is also a position to abuse.

The ability to abuse

> I want to help people.
>
> A position to help is also a position to

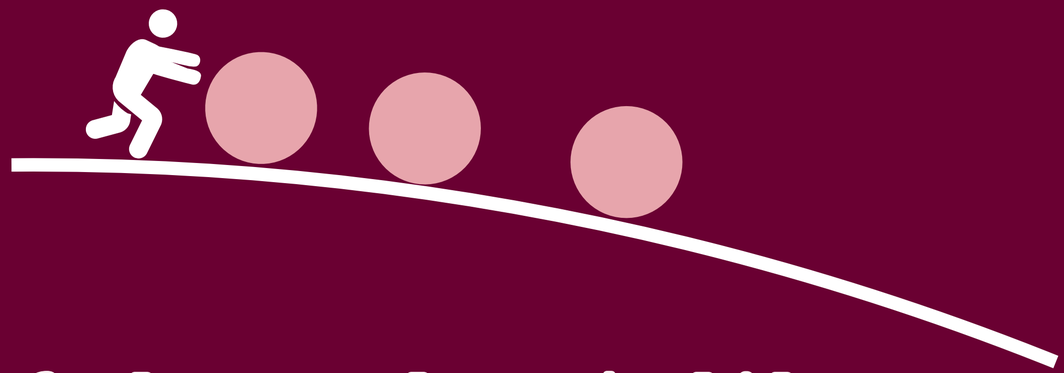
The ability to abuse



The ability to abuse

> “Well hey, if they don’t like it they can just leave.
>
> – You, when you’ve gone too far.

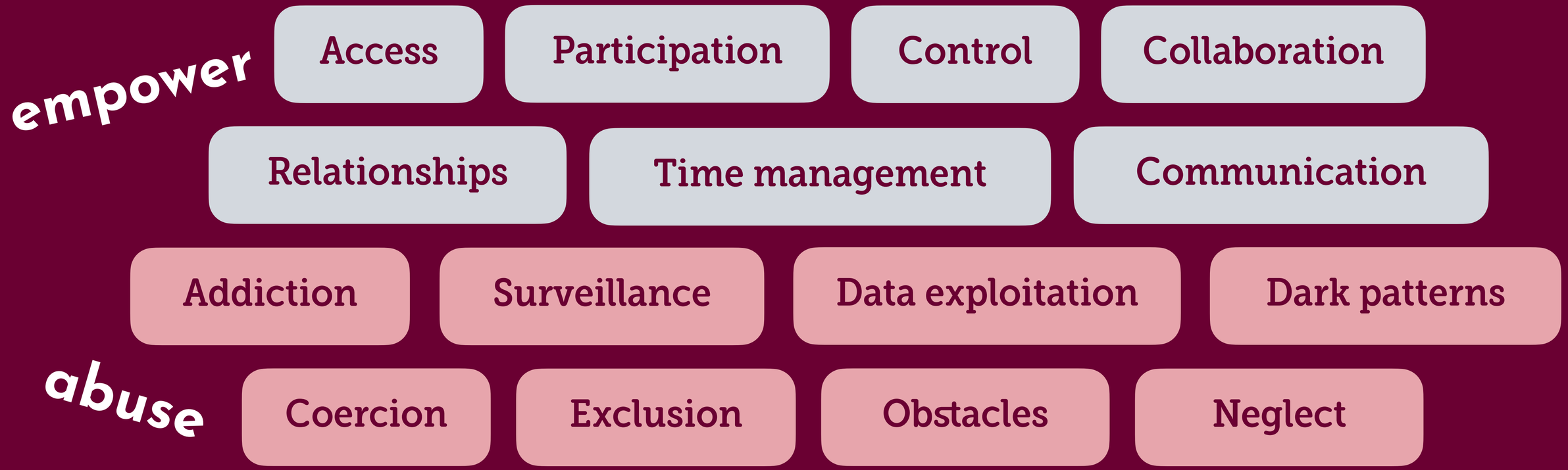
The ability to abuse



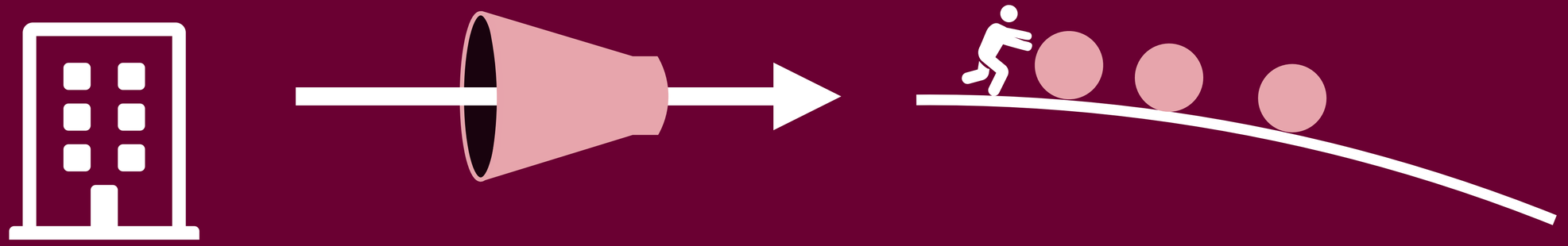
> Well hey, if they don't like it they can just leave.

– You, when you've gone too far.

Why ethical codes matter



Why ethical codes matter



Why ethical codes matter

> [...] what is our Hippocratic Oath for design. Can you talk about how you're thinking about that these days?

Why ethical codes matter

> [...] I think if we made the oath to first do no harm as designers, we would likely never do anything new. [...] I worry about an automatic reaction to the kind of ethical dilemmas that we have today, with technology, to be, we're not gonna take any risks.
>
> – Tim Brown

Why ethical codes matter

> We need systems in place to ensure that we don't do too much harm.
> Or we don't harm intentionally.

Why ethical codes matter

> “we don’t do too much harm.

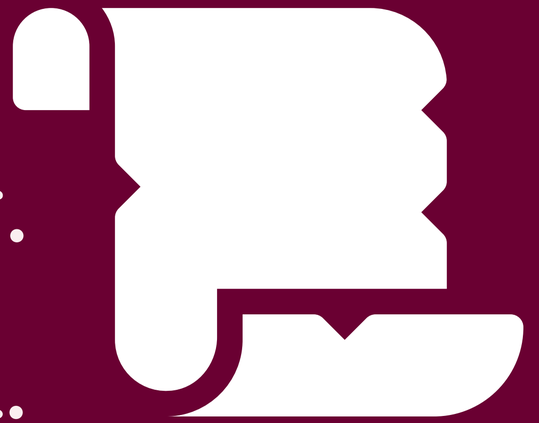
Why ethical codes matter

“we don’t do **too much** harm.

?

some abuse will be worth it ?

Why ethical codes matter

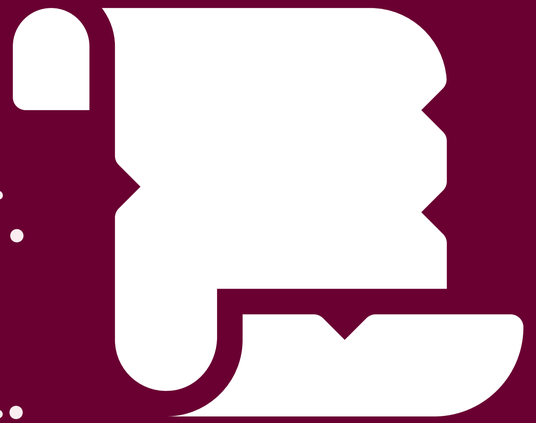


Ethical codes SUPPORT risk-taking.

Ethical codes SUPPORT innovation.

Ethical codes SUPPORT moving forward.

Why ethical codes matter



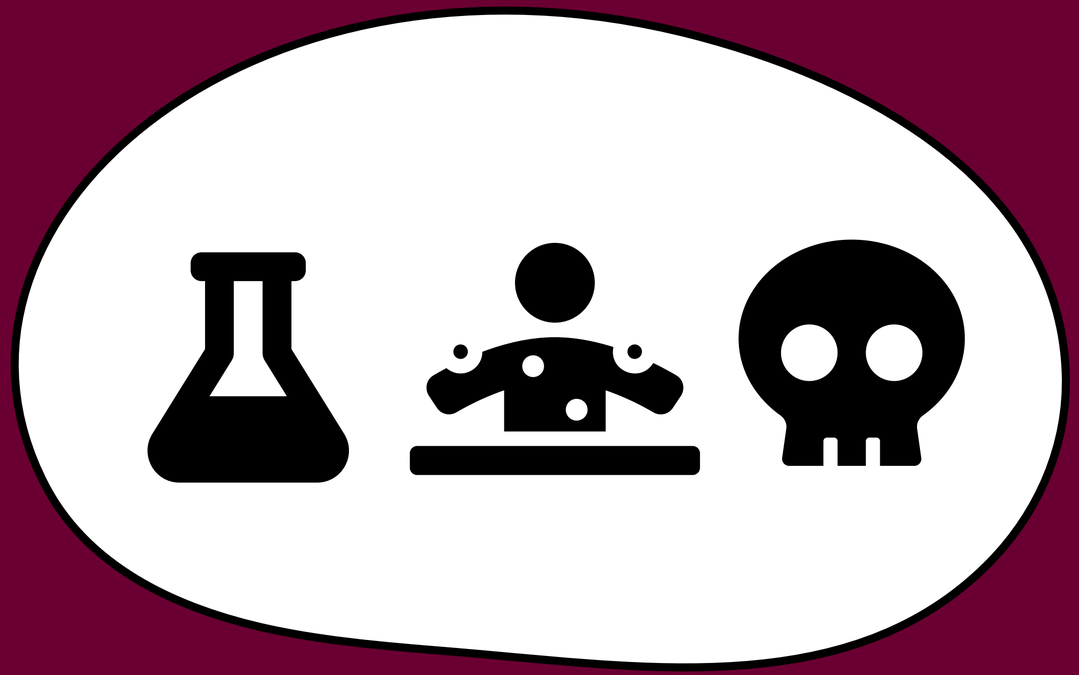
Ethical codes SUPPORT risk-taking.

Ethical codes SUPPORT innovation.

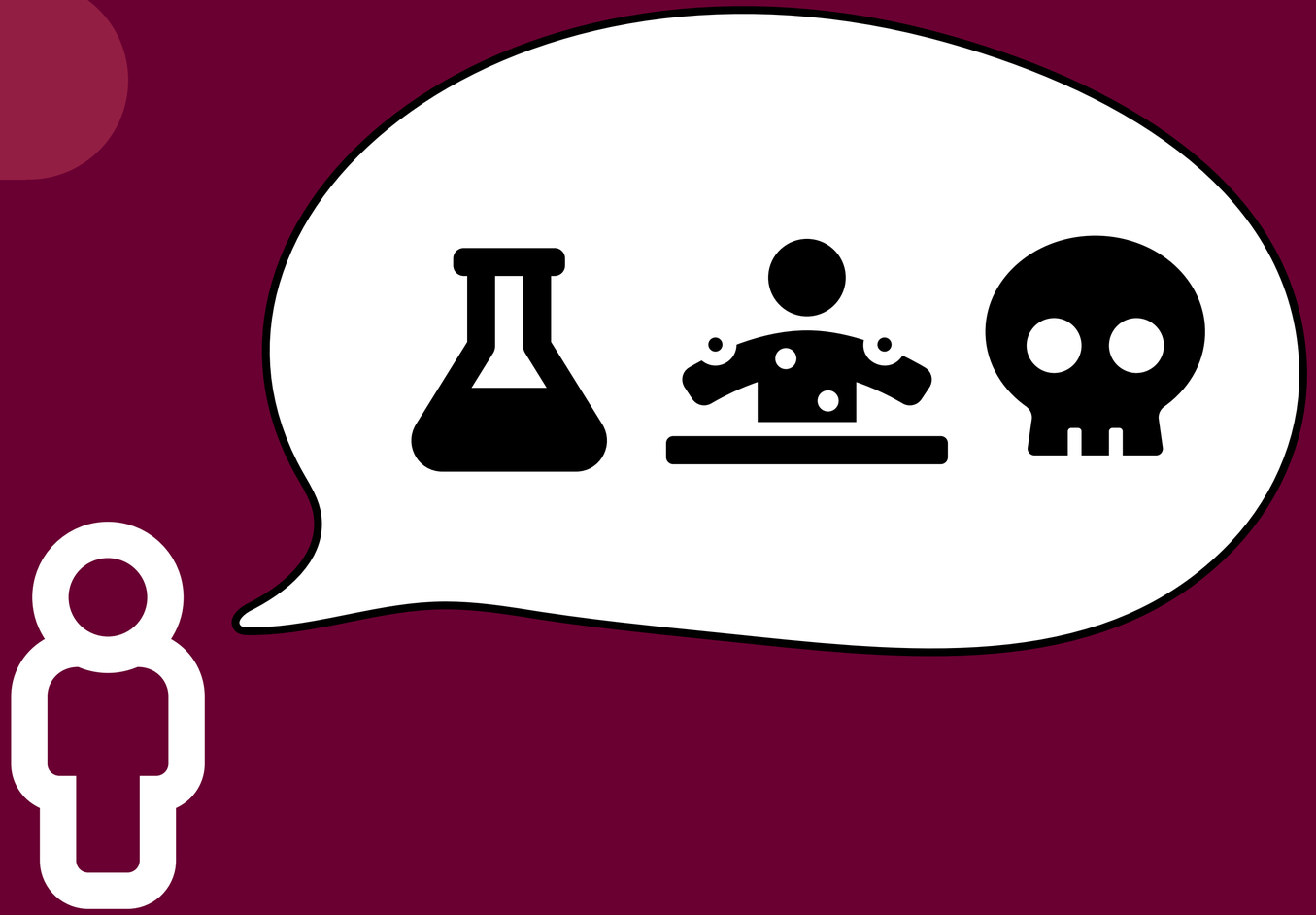
Ethical codes SUPPORT moving forward.

Minimizing harm.

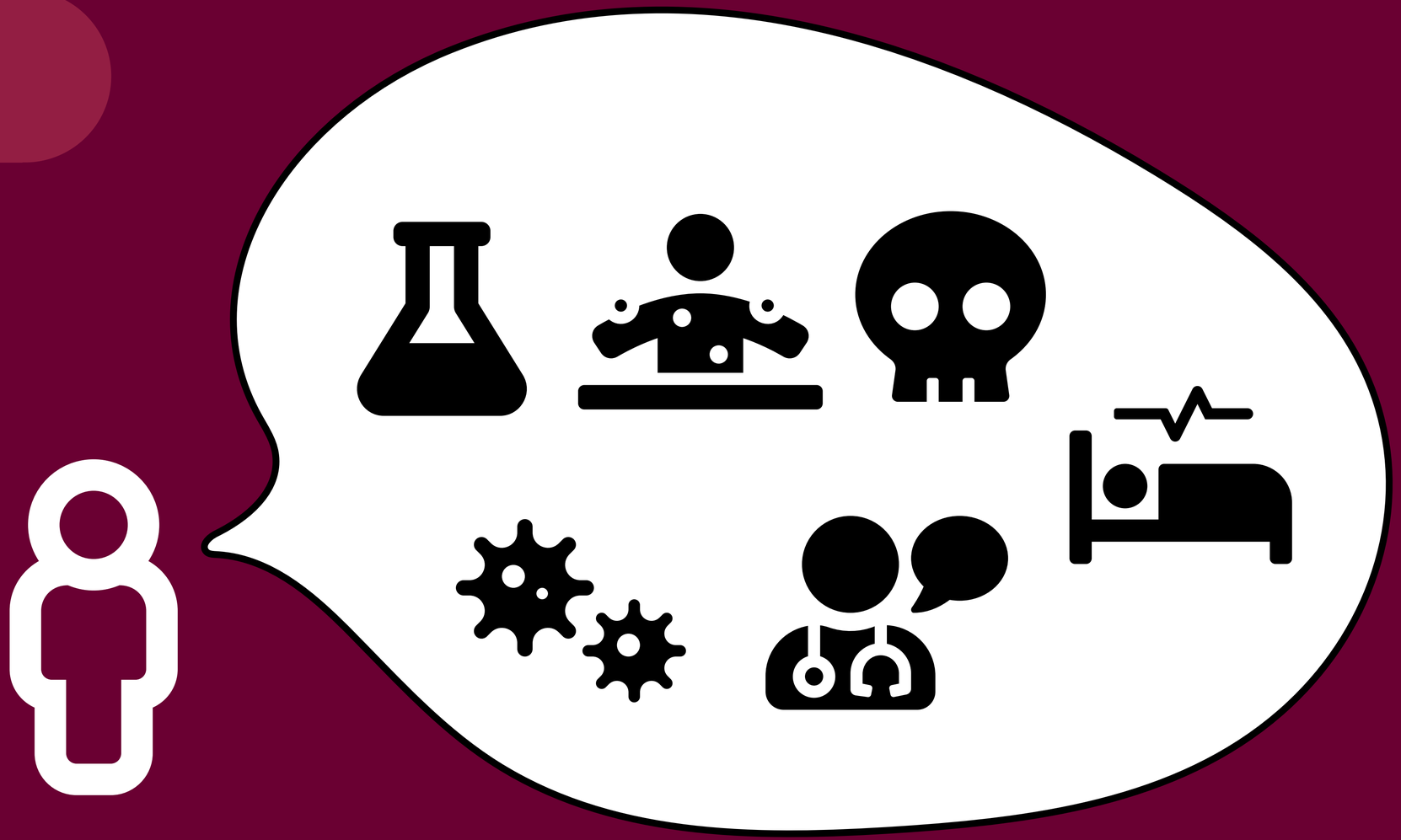
Why ethical codes matter



Learnings from medical ethics

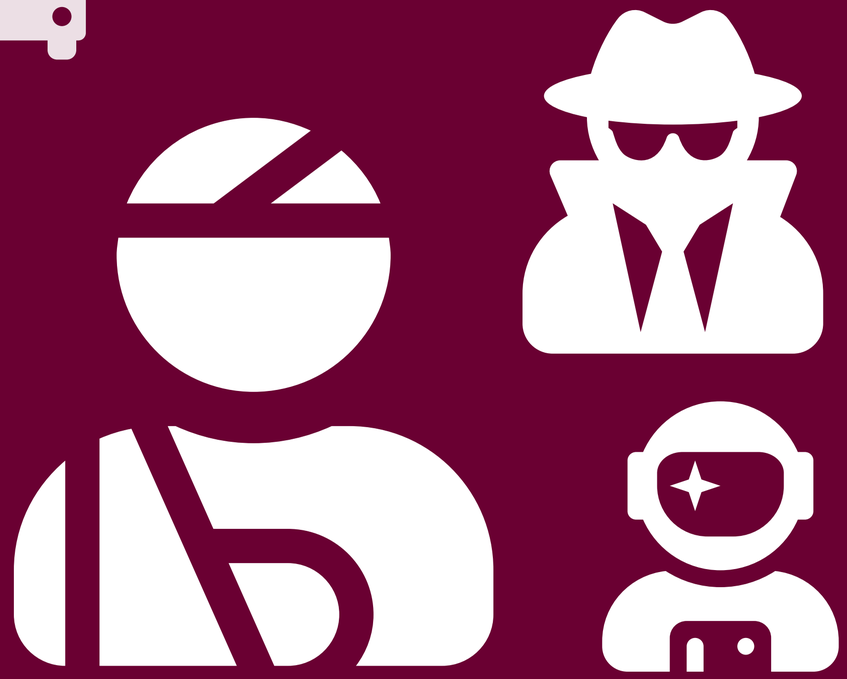


Learnings from medical ethics



Learnings from
medical ethics

1. It’s not recommended to always treat patients as you yourself would like to be treated.



Learnings from
medical ethics

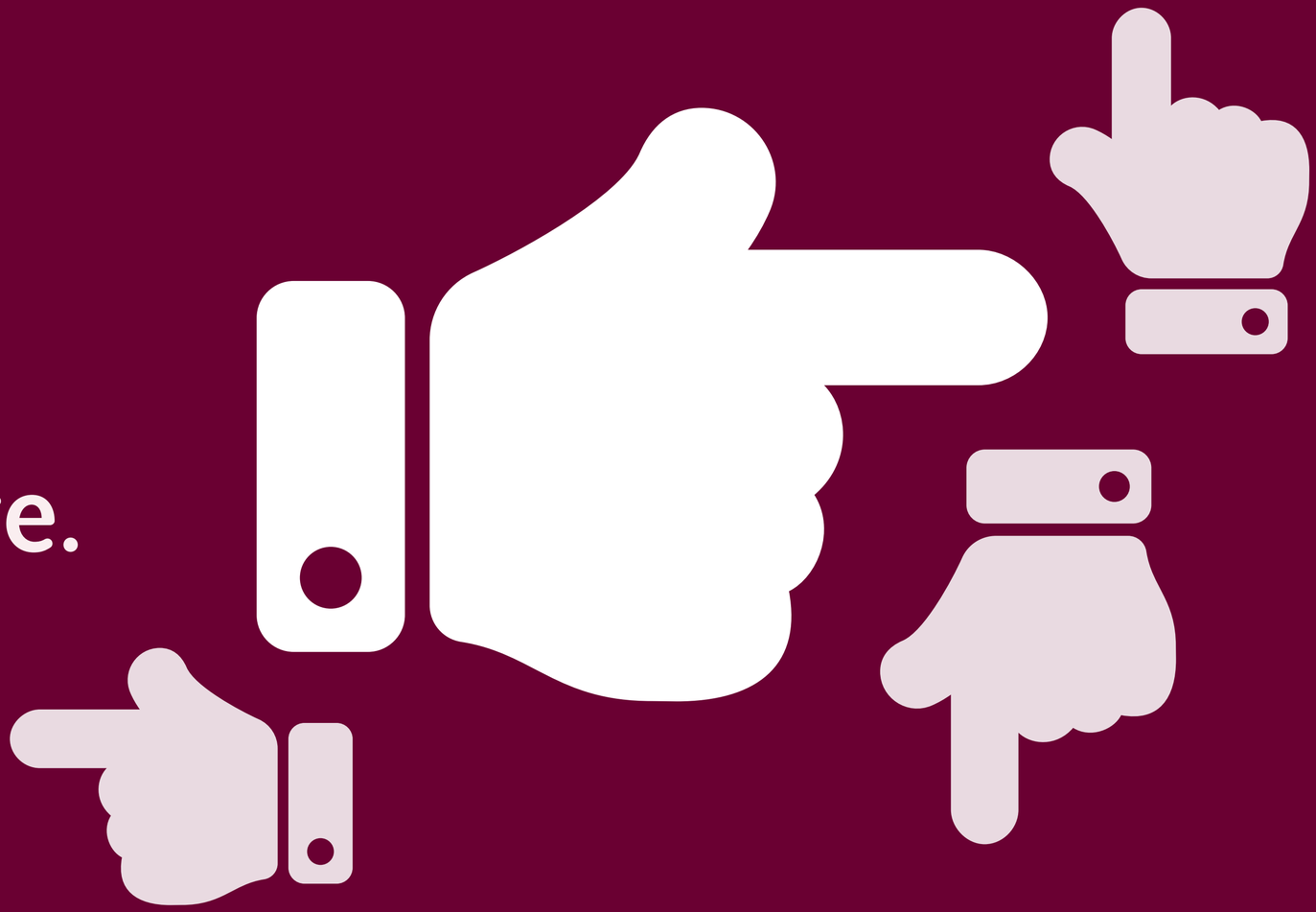
2. Risk-taking to improve well-being is fine, but only with the full, informed consent of the person at risk.

Learnings from
medical ethics

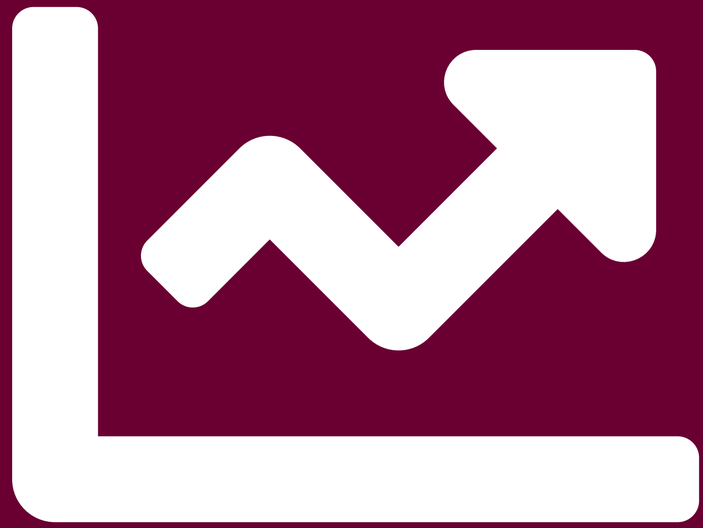
3. People have a right to make decisions that are bad for themselves.

Learnings from
medical ethics

4. Be open about lack of knowledge.

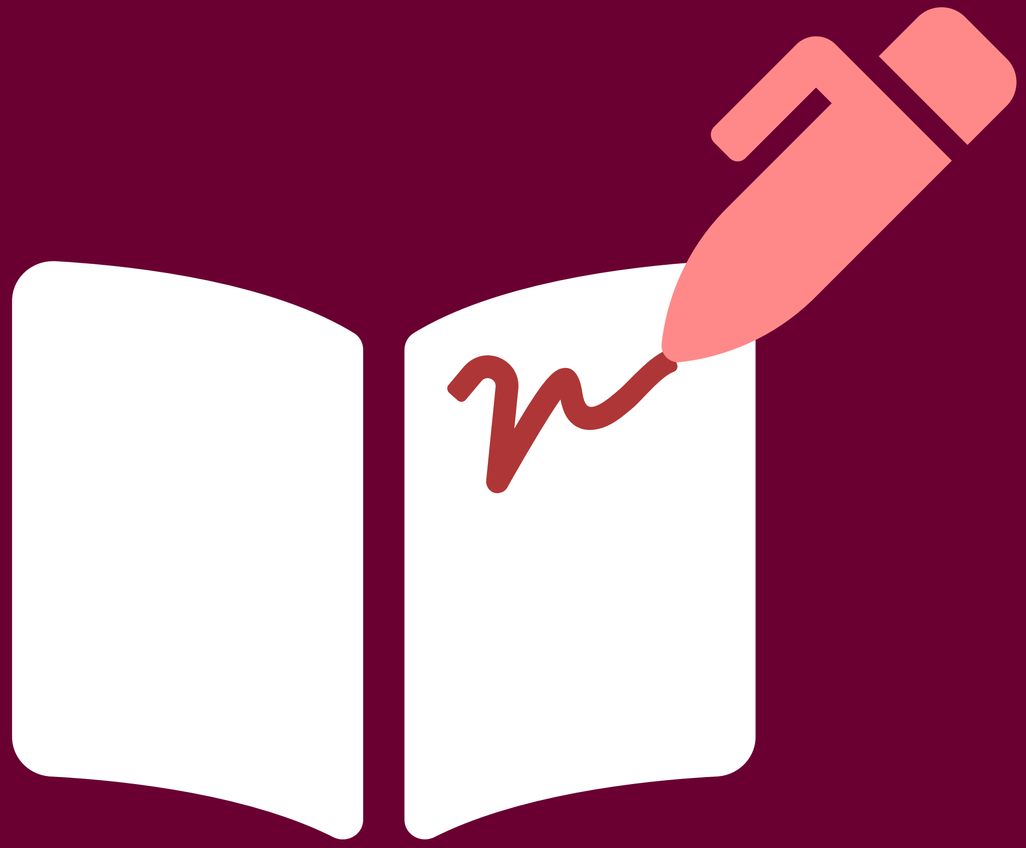


5. Avoiding harm is not enough, you also have to take steps to contribute to well-being.



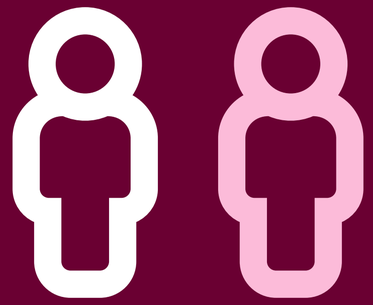
Learnings from
medical ethics

6. Think about, discuss and record ethical considerations and feel confident that you can justify your decisions.



Learnings from medical ethics

Bridge the conversations



Bridge the conversations

Bridge the conversations

Bridge the conversations

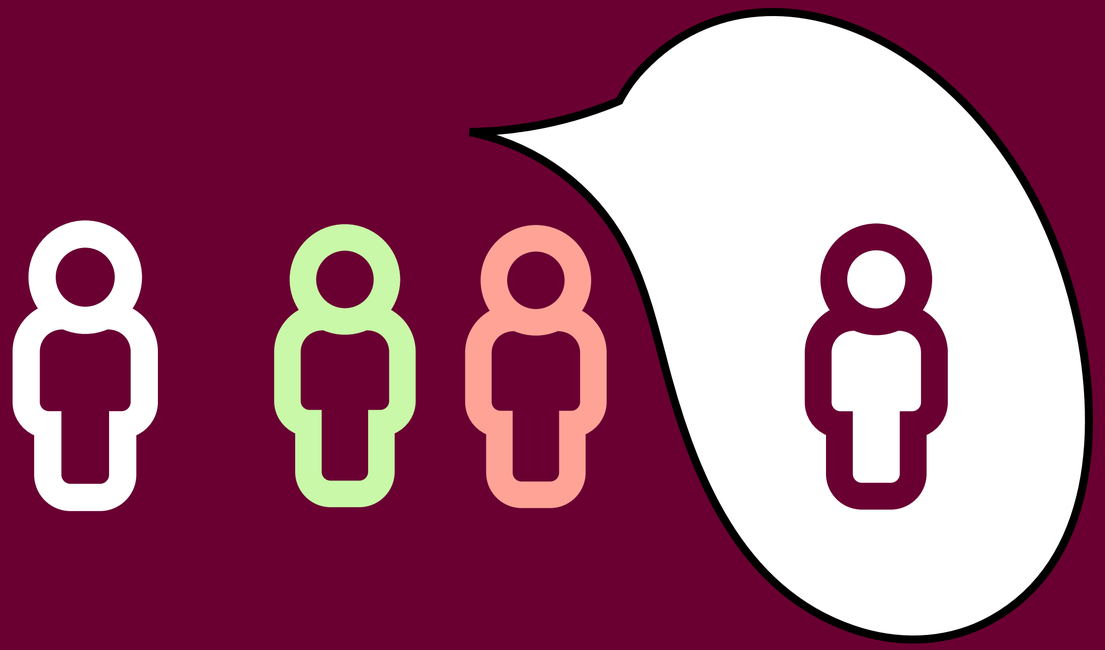
Bridge the conversations

Bridge the conversations

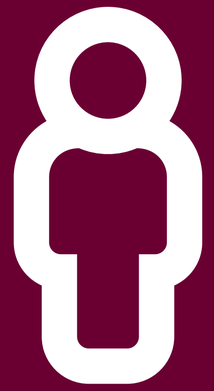
Bridge the conversations

Bridge the conversations

Bridge the conversations

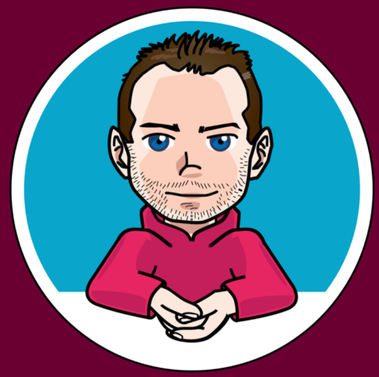


“The virus helped me remember why I chose this profession.



I encourage you to work in ways that help you remember why you chose your profession.

Per Axbom



Per Axbom

Coach • Designer • Writer
Teacher • Podcaster

Get slides at
axbom.com/first