The Untold Benefits of Ethical Design

Holger Bartel

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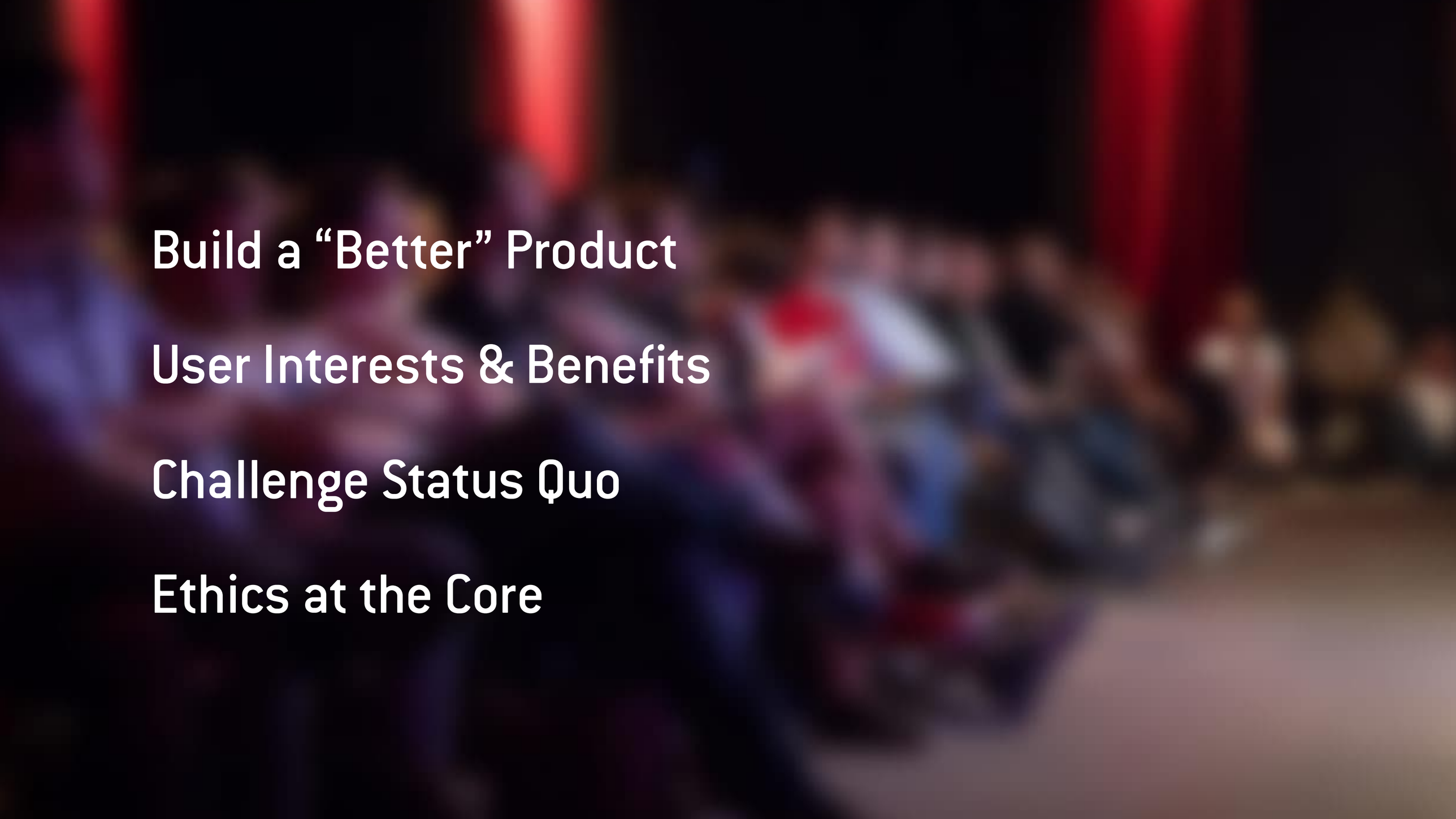
Twitter: @foobartel

colloq


Build a “Better” Product
User Interests & Benefits
Challenge Status Quo
Ethics at the Core

Ethical Design

1

ethics plural in form but singular or plural in construction : the discipline dealing with what is good and bad and with moral duty and obligation

2

a : a set of moral principles : a theory or system of moral values the present-day materialistic ethic an old-fashioned work ethic —often used in plural but singular or plural in construction an elaborate ethicsChristian ethics

b **ethics** plural in form but singular or plural in construction : the principles of conduct governing an individual or a group professional ethics

c : a guiding philosophy

d : a consciousness of moral importance forge a conservation ethic

3

ethics plural : a set of moral issues or aspects (such as rightness) debated the ethics of human cloning

A Guiding Philosophy

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

Ethical Design:

Design created with the intent to do good.

Design with good intent can still go wrong.

3 FEET

We spend a lot of time thinking about tools, technologies and frameworks.

How much time do you spend thinking about the impact of what you're building?

“Make the world a better place”

Surveillance
Capitalism

GCHQ data collection regime violated human rights, court rules

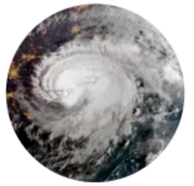
Surveillance system revealed by Snowden breached right to privacy, Strasbourg judges say

most viewed

Live Tottenham Hotspur Liverpool: Premier Leagu live!

Comedian Mark Lamarr charged with assault and imprisonment

Springboks hold on to inf shock home defeat on th Blacks



This is how the world end will we soon see category hurricanes?

Data against People

"**Systems** that **make decisions** about people based on their data produce substantial adverse effects that **can massively limit their choices, opportunities, and life-chances**".

http://crackedlabs.org/en/data-against-people

Dark Patterns

Dark Patterns are tricks that make users do things that you didn't mean to.

Dark Patterns pressure users into making a decision.

Dark Patterns suck.

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Here's how to cancel your subscription.

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BEGIN CHAT

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Need help?

You may be able to find answers to your questions here.

TOP CANCEL QUESTIONS

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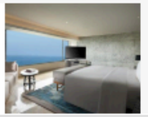
- Will I be able to resubscribe in the future if I cancel my subscription? ▼

Stress

Loss Aversion

Anxiety



Anantara Uluwatu Bali Resort

★★★★★ Uluwatu, Bali - View on map

Excellent location

OPTIONS | Free cancellation | Pay later

30 travelers are considering this property right now

Last booked 15 hours ago

Excellent
784 reviews
8.3

53% OFF TODAY

ⓘ Nightly rates as low as

~~4,662~~

HKD 2,211

ⓘ Compare prices

Price includes Free Breakfast

Anantara Uluwatu Bali Resort

Uluwatu, Bali - View on map

Excellent location

OPTIONS

30 travelers are consid

Last booked 15 ho

Excellent
784 reviews
8.3

Pensiunea Panorama Business Inn ★★★★

Very good
684 reviews
8.5

Cluj-Napoca – Show on map (2.4 km from centre)

Booked 3 times in the last 6 hours

Great Value Today

Price for 2 nights

€ 90

FREE cancellation

Double Room

In high demand - only 1 room left on our site!

Risk free: You can cancel later, so lock in this great price today.

See our last available rooms ›

Anantara Uluwatu Bali Resort

Uluwatu, Bali - View on map

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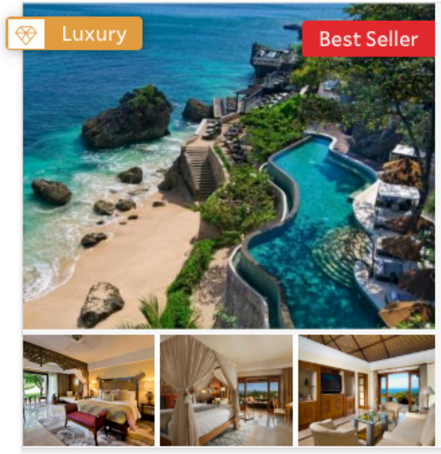


2017 AYANA Resort and Spa, BALI

Newly renovated

Jimbaran, Bali - View on map

Excellent location

OFFERS Breakfast

OPTIONS Free cancellation Pay later

53 travelers are considering this property right now

Last booked 9 hours ago

Excellent 2,625 reviews 8.9

46% OFF TODAY

Nightly rates as low as

~~3,417~~

~~2,024~~

HKD 1,860

Compare prices

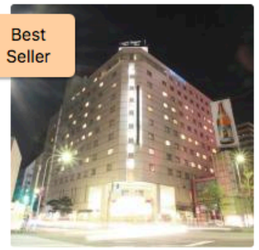
Fukuoka: 33 properties found

3 Reasons to Visit: **Hakata ramen, Japanese cuisine & Ōhori Park**

Map View

Our Top Picks | Distance from... | Lowest Price First | Review Score & Price | Stars | Review Score

Your results include some shared accommodations, such as dorm beds. Show me private rooms only



Best Seller

APA Hotel Fukuoka Watanabe Dori EXCELLENT ★★★

Good 7.8
2,166 reviews

Fukuoka – Show on map (1.9 km from center) – Subway Access

5 people are looking right now

In high demand! Booked 46 times in the last 24 hours

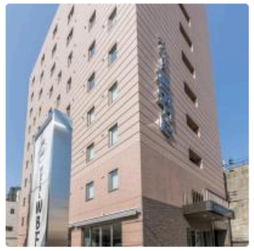
Double Room

In high demand!

Risk Free: You can cancel later, so lock in this great price today!

Price for 2 Nights
HK$ 3,719
FREE cancellation
No prepayment needed

See our last available rooms ›



Hotel WBF Fukuoka Tenjin Minami ★★★

Very Good 8.2
1,104 reviews

Promoted

Fukuoka – Show on map (1.2 km from center) – Subway Access

6 people are looking right now

In high demand! Booked 41 times in the last 24 hours

Double Room

In high demand – only 1 room left!

Price for 2 Nights
HK$ 3,805

See our last available rooms ›

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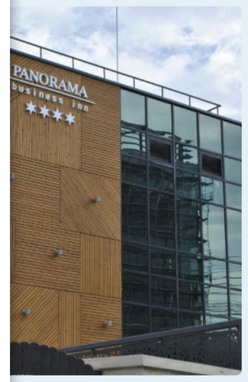
n map

Excellent 8.3
784 reviews



Pensiunea Panorama Business Inn ★★★★

Very good 8.5
684 reviews

Cluj-Napoca – Show on map (2.4 km from centre)

Booked 3 times in the last 6 hours

Great Value Today

Double Room

In high demand - only 1 room left on our site!

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Price for 2 nights
€ 90
FREE cancellation

See our last available rooms ›

YANA Resort and Spa, BALI

novated

Jimbaran, Bali - View on map

location

Breakfast

Free cancellation | Pay later

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46% OFF TODAY

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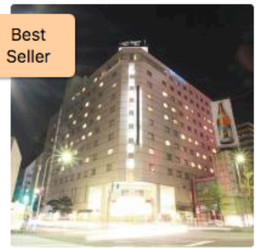


Best Seller

APA Hotel Fukuoka Watanabe Dori EXCELLENT ★★★

Good 7.8
2,166 reviews

Fukuoka – Show on map (1.9 km from center) – Subway Access

5 people are looking right now

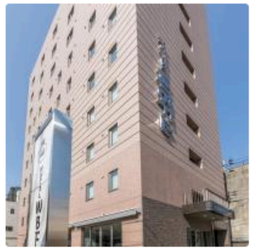
In high demand! Booked 46 times in the last 24 hours

Price for 2 Nights

Double Room

In high demand!

Risk Free: You can cancel later, so lock i
price today!



Hotel WBF Fukuoka Tenjin Mi

Promoted

Fukuoka – Show on map (1.2 km fr

6 people are looking right now

In high demand! Booked 41 times in th

Double Room

In high demand – only 1 room left!

Excellent 8.3
784 reviews

n map

Pensiunea Panorama Business Inn ★★★★

Very good 8.5
684 reviews

Cluj-Napoca – Show on map (2.4 km from centre)

Booked 3 times in the last 6 hours

Best Seller

Hotel Belvedere ★★★

Good 7.8
1,210 reviews

Cluj-Napoca – Show on map (800 m from center)

1 person is looking right now

Booked 3 times in the last 6 hours

Suite

Only 1 room left on our site!

Risk Free: You can cancel later, so lock in this great price today!

Price for 2 Nights

HK$ 1,275

Breakfast HK$ 46.88

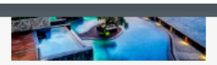
FREE cancellation

Select your room ›

Bali Hotels | 10 Best Bali Hotels: HD Photos | Best Price on Anantara Uluwat

Secure | https://www.agoda.com/anantara-uluwatu-bali-resort/hotel/bali-id.html?checkin=2018-07-24&los=5&adults=2&rooms=1&cid=-1&searchrequestid=3faca674-1bbd-49b3-8874-aa209caf4b81&tabbed=true

Anantara Uluwatu Bali Resort | 24 Jul 2018 Tuesday | 29 Jul 2018 Sunday | 2 adults, 0 children 1 room | SEARCH



Ocean View Suite

More deals from other websites | Ask about this room

See photos and details

- Partial ocean view
- 84 m²/904 ft²
- Non-smoking
- Shower and bathtub
- Balcony/terrace
- 1 double bed
- Free Wi-Fi

Your choices	Guest limit	Price per night	Rooms	Most booked
Benefits Free breakfast for 2 Low rate (non-refundable) **Discounts** Limited time offer. Rate includes 25% discount!	2 kids 0-4 years stay FREE!	SAVE 53% TODAY! ~~HKD 4,662~~ HKD 2,211 Extra bed not included in room price Add extra bed(s) + HKD 0	1 0	Lowest price available! BOOK NOW Quick and secure booking! Limited availability
Benefits Free breakfast for 2 Free cancellation before June 24, 2018	2 kids 0-4 years stay FREE!	SAVE 39% TODAY! ~~HKD 4,662~~ HKD 2,823 Supplied by Booking.com	0	BOOK NOW FREE cancellation Quick and secure booking! Limited availability

Standard With View Suite

Ask about this room

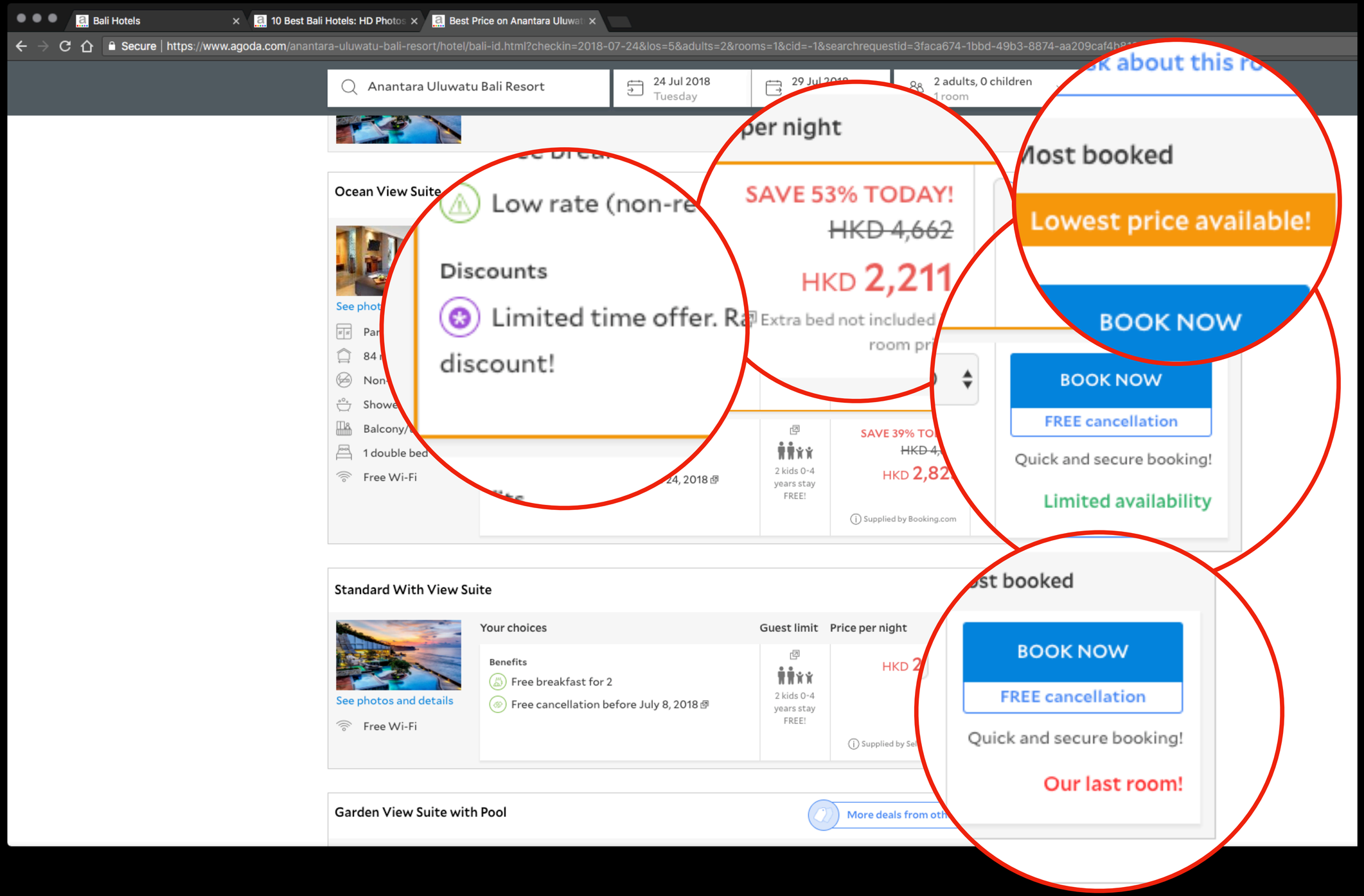
See photos and details

- Free Wi-Fi

Your choices	Guest limit	Price per night	Rooms	Most booked
Benefits Free breakfast for 2 Free cancellation before July 8, 2018	2 kids 0-4 years stay FREE!	HKD 2,328 Supplied by Select Rooms	0	BOOK NOW FREE cancellation Quick and secure booking! Our last room!

Garden View Suite with Pool

More deals from other websites | Ask about this room


Bali Hotels
10 Best Bali Hotels: HD Photos
Best Price on Anantara Uluwat
Secure | https://www.agoda.com/anantara-uluwatu-bali-resort/hotel/bali-id.html?checkin=2018-07-24&los=5&adults=2&rooms=1&cid=-1&searchrequestid=3faca674-1bbd-49b3-8874-aa209caf4b
Anantara Uluwatu Bali Resort
24 Jul 2018
Tuesday
2 adults, 0 children
1 room
Ocean View Suite
Low rate (non-re
Discounts
Limited time offer. Ra
discount!
per night
SAVE 53% TODAY!
HKD 4,662
HKD 2,211
Extra bed not included
room pr
Most booked
Lowest price available!
BOOK NOW
BOOK NOW
FREE cancellation
Quick and secure booking!
Limited availability
See phot
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84
Non
Showe
Balcony/
1 double bed
Free Wi-Fi
24, 2018
2 kids 0-4 years stay FREE!
SAVE 39% TO
HKD 4,
HKD 2,82
Supplied by Booking.com
Standard With View Suite
Your choices
Guest limit
Price per night
Benefits
Free breakfast for 2
Free cancellation before July 8, 2018
2 kids 0-4 years stay FREE!
HKD 2
See photos and details
Free Wi-Fi
Supplied by Se
st booked
BOOK NOW
FREE cancellation
Quick and secure booking!
Our last room!
Garden View Suite with Pool
More deals from oth

Stressed, anyone?

Human Centered Design

What’s really good for our users?

User Experience

Accessibility

Inclusivity

Copy Writing

Impact

User Flows

Legibility

User Experience

Performance

Security

Privacy

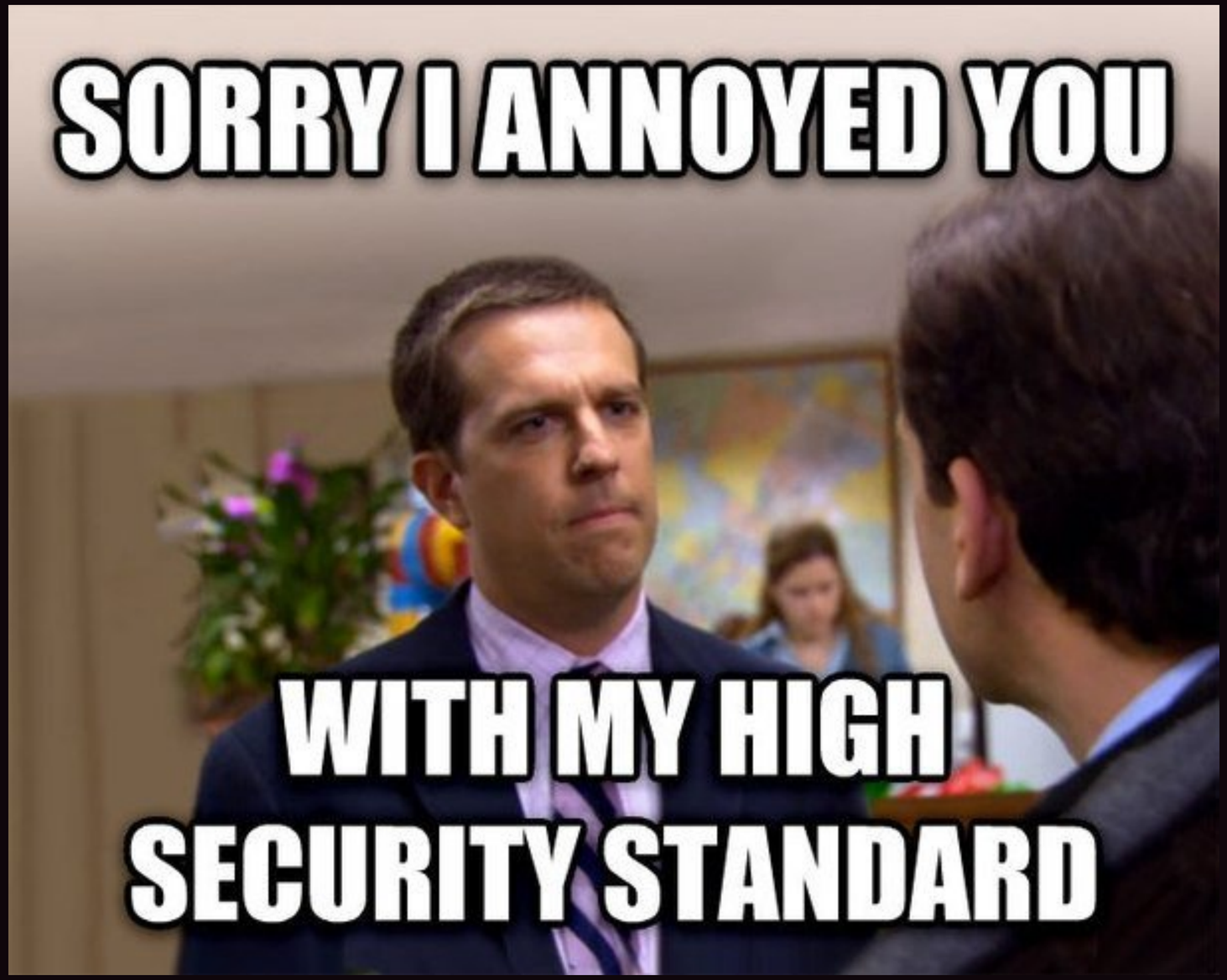
Respect

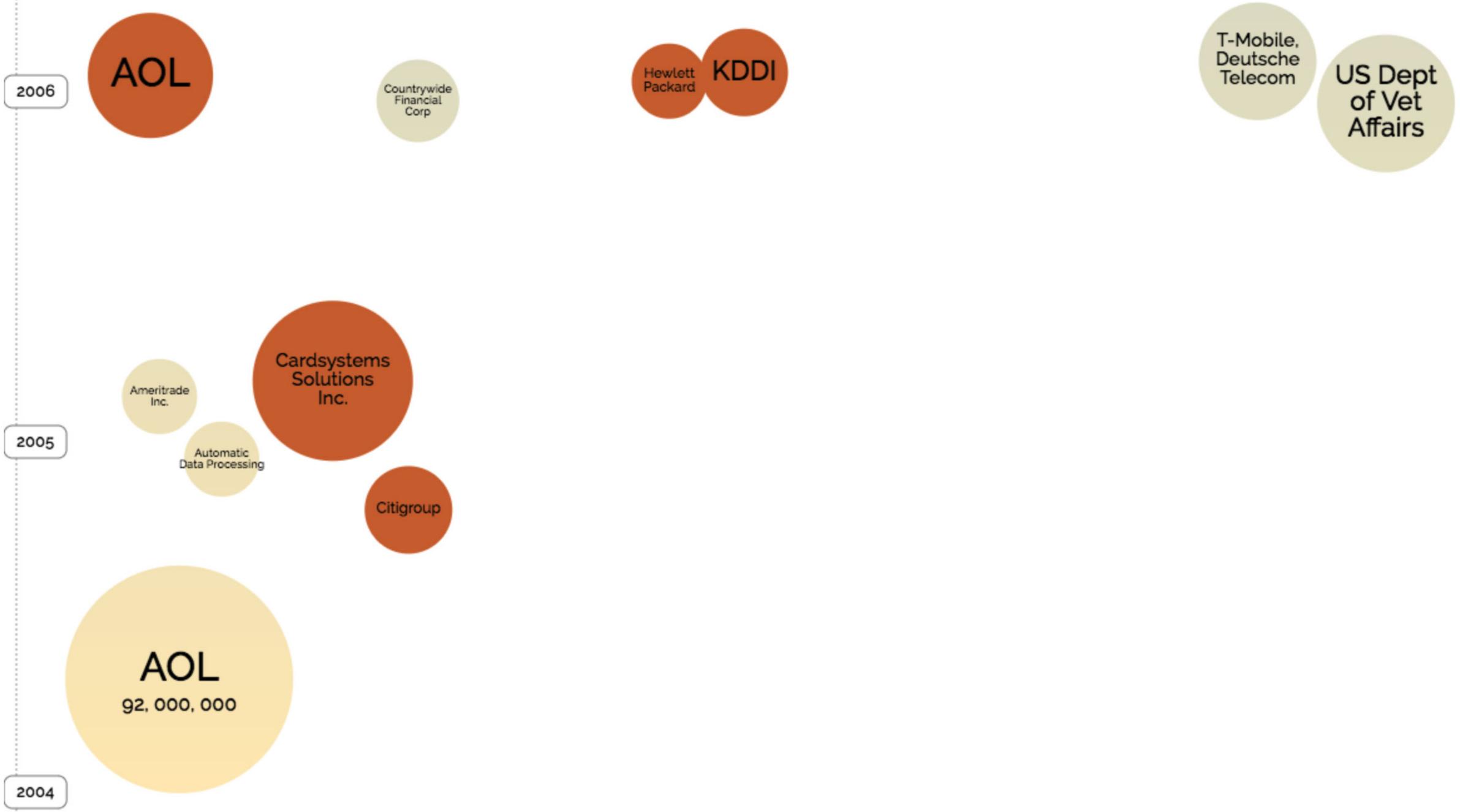
Responsibility

If you don’t consider these essentials for your “great” user experience, it will only be “so great!” for **some of us**.

When designing, we have **a responsibility** that will eventually define the relationship of our users to our product.

I want some peace of mind!


SORRY I ANNOYED YOU
WITH MY HIGH
SECURITY STANDARD


2006
AOL
Countrywide Financial Corp
Hewlett Packard
KDDI
T-Mobile, Deutsche Telecom
US Dept of Vet Affairs
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Ameritrade Inc.
Cardsystems Solutions Inc.
Automatic Data Processing
Citigroup
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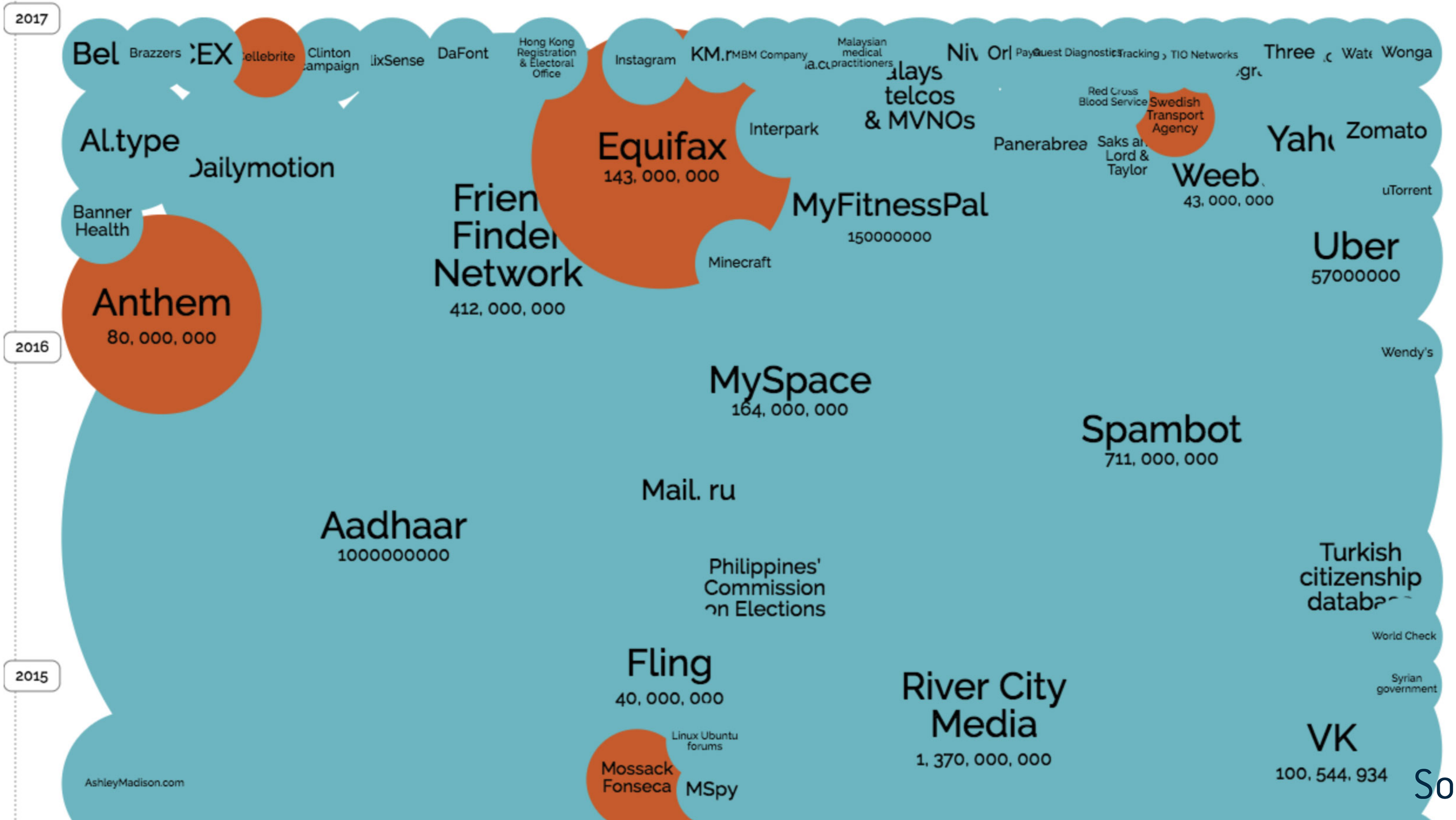
2017
2016
2015
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Brazzers
:EX
ellebrite
Clinton campaign
lixSense
DaFont
Hong Kong Registration & Electoral Office
Instagram
KM.r
MBM Company
Malaysian medical practitioners
Niv
Orl
Pay
Quest Diagnostics
Tracking
TIO Networks
Three
Wate
Wonga
Red Cross Blood Service
Swedish Transport Agency
Saks a
Lord & Taylor
Panerabrea
Yah
Zomato
Al.type
Dailymotion
Interpark
Equifax
143, 000, 000
alays telcos & MVNOs
Weeb
43, 000, 000
uTorrent
Banner Health
Frien
Finde
Network
412, 000, 000
MyFitnessPal
150000000
Minecraft
Uber
57000000
Anthem
80, 000, 000
Wendy's
MySpace
164, 000, 000
Spambot
711, 000, 000
Mail. ru
Aadhaar
1000000000
Philippines' Commission on Elections
Turkish citizenship databa
World Check
Fling
40, 000, 000
River City Media
1, 370, 000, 000
Syrian government
Linux Ubuntu forums
Mossack Fonseca
MSpy
VK
100, 544, 934
AshleyMadison.com
Sou

“Another day, another breach.
It still blows my mind how frequently
this happens.”

–Troy Hunt

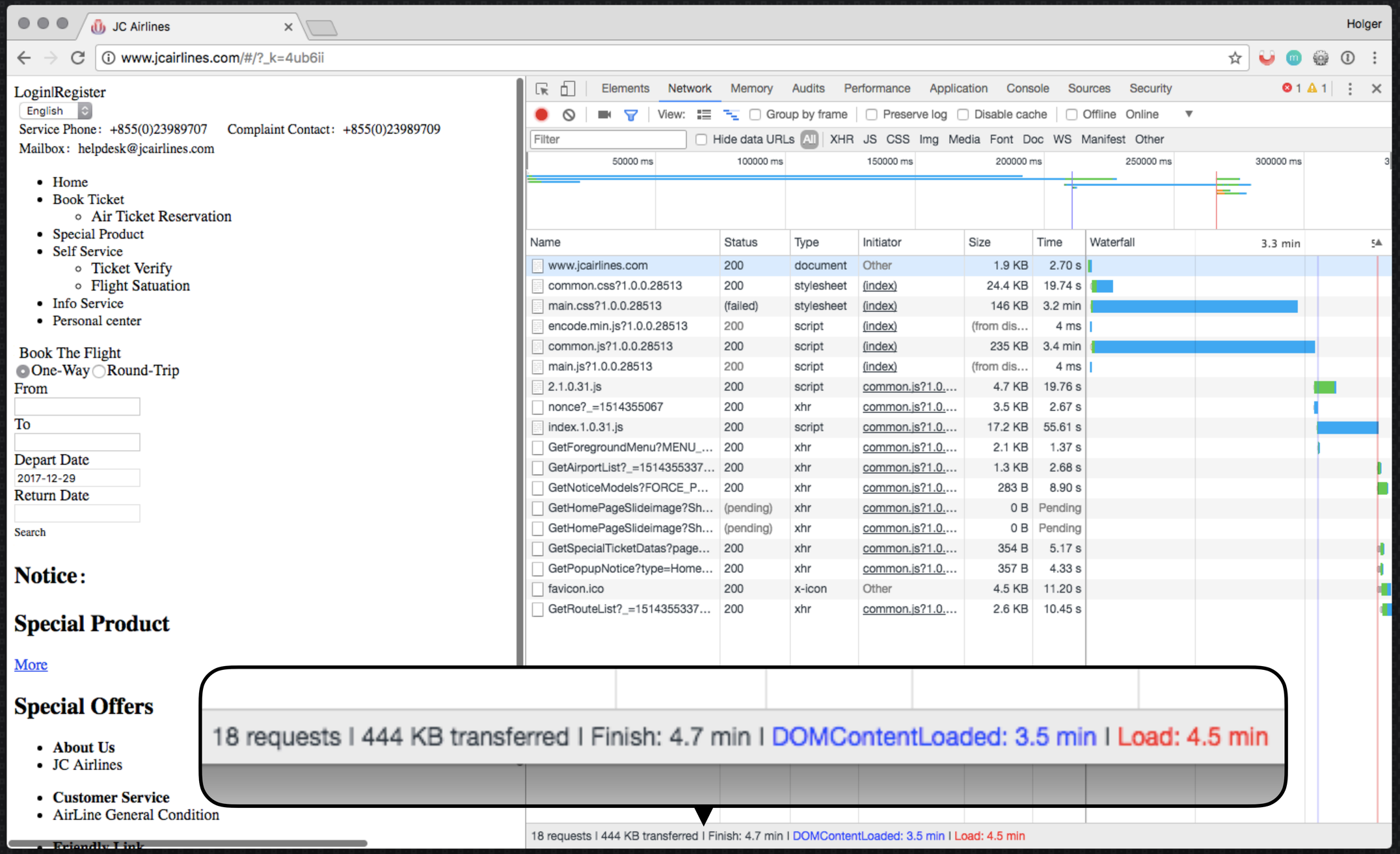
We're spending a lot of time thinking about how to collect more and more data.

How much time do you spend thinking about how to secure that data?

Security Rule #1

The data you don’t have stored, can’t be leaked, lost or stolen.

Web Performance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Self Service
Ticket Verify
Flight Satuation
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Personal center
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To
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More
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JC Airlines
Customer Service
AirLine General Condition
Elements Network Memory Audits Performance Application Console Sources Security
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50000 ms 100000 ms 150000 ms 200000 ms 250000 ms 300000 ms
Name Status Type Initiator Size Time Waterfall 3.3 min
www.jcairlines.com 200 document Other 1.9 KB 2.70 s
common.css?1.0.0.28513 200 stylesheet (index) 24.4 KB 19.74 s
main.css?1.0.0.28513 (failed) stylesheet (index) 146 KB 3.2 min
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index.1.0.31.js 200 script common.js?1.0.... 17.2 KB 55.61 s
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GetHomePageSlideimage?Sh... (pending) xhr common.js?1.0.... 0 B Pending
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GetSpecialTicketDatas?page... 200 xhr common.js?1.0.... 354 B 5.17 s
GetPopupNotice?type=Home... 200 xhr common.js?1.0.... 357 B 4.33 s
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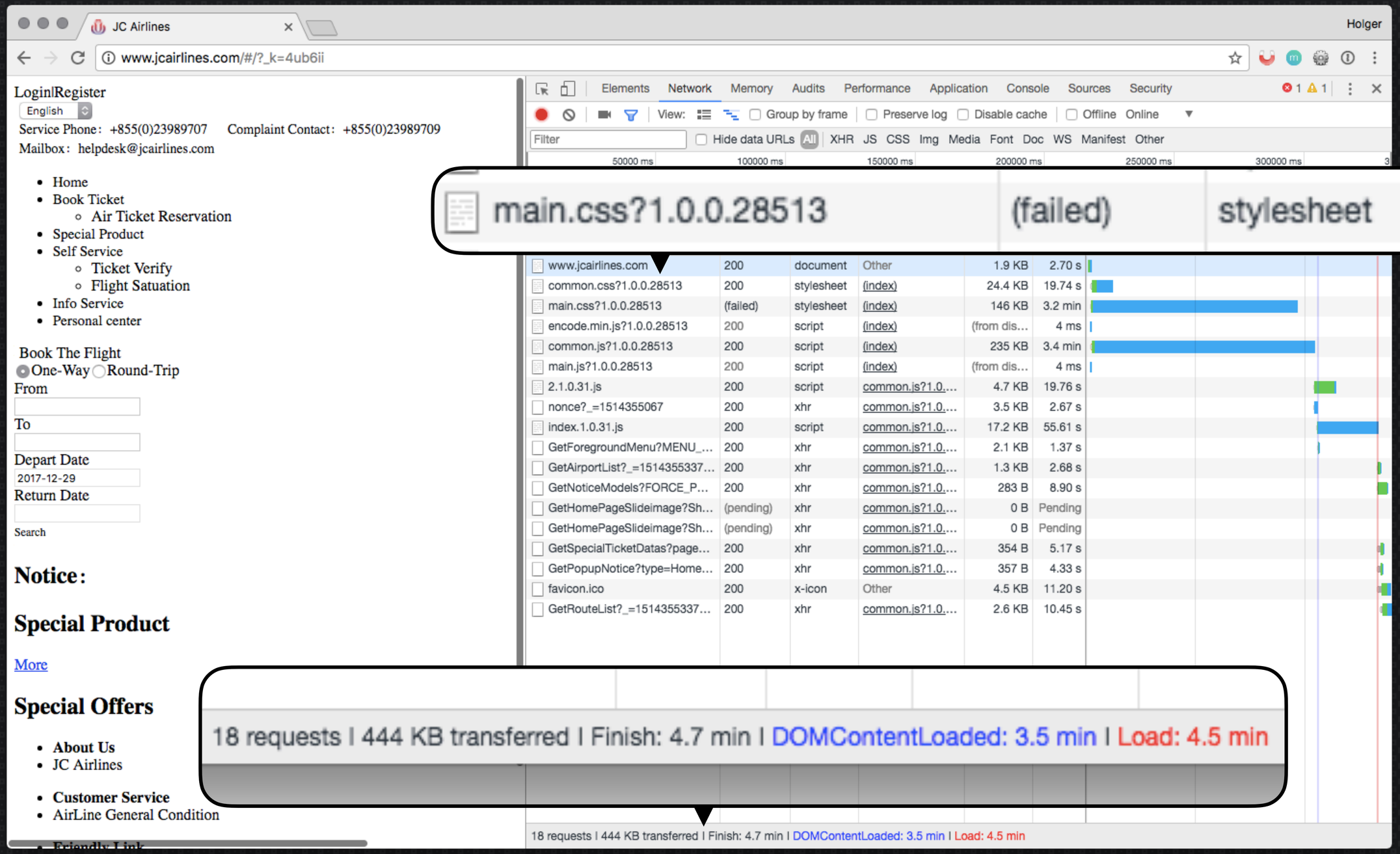
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www.jcairlines.com/#/?_k=4ub6ii
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Mailbox：helpdesk@jcairlines.com
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Air Ticket Reservation
Special Product
Self Service
Ticket Verify
Flight Satuation
Info Service
Personal center
Book The Flight
One-Way Round-Trip
From
To
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Special Product
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Special Offers
About Us
JC Airlines
Customer Service
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common.css?1.0.0.28513 200 stylesheet (index) 24.4 KB 19.74 s
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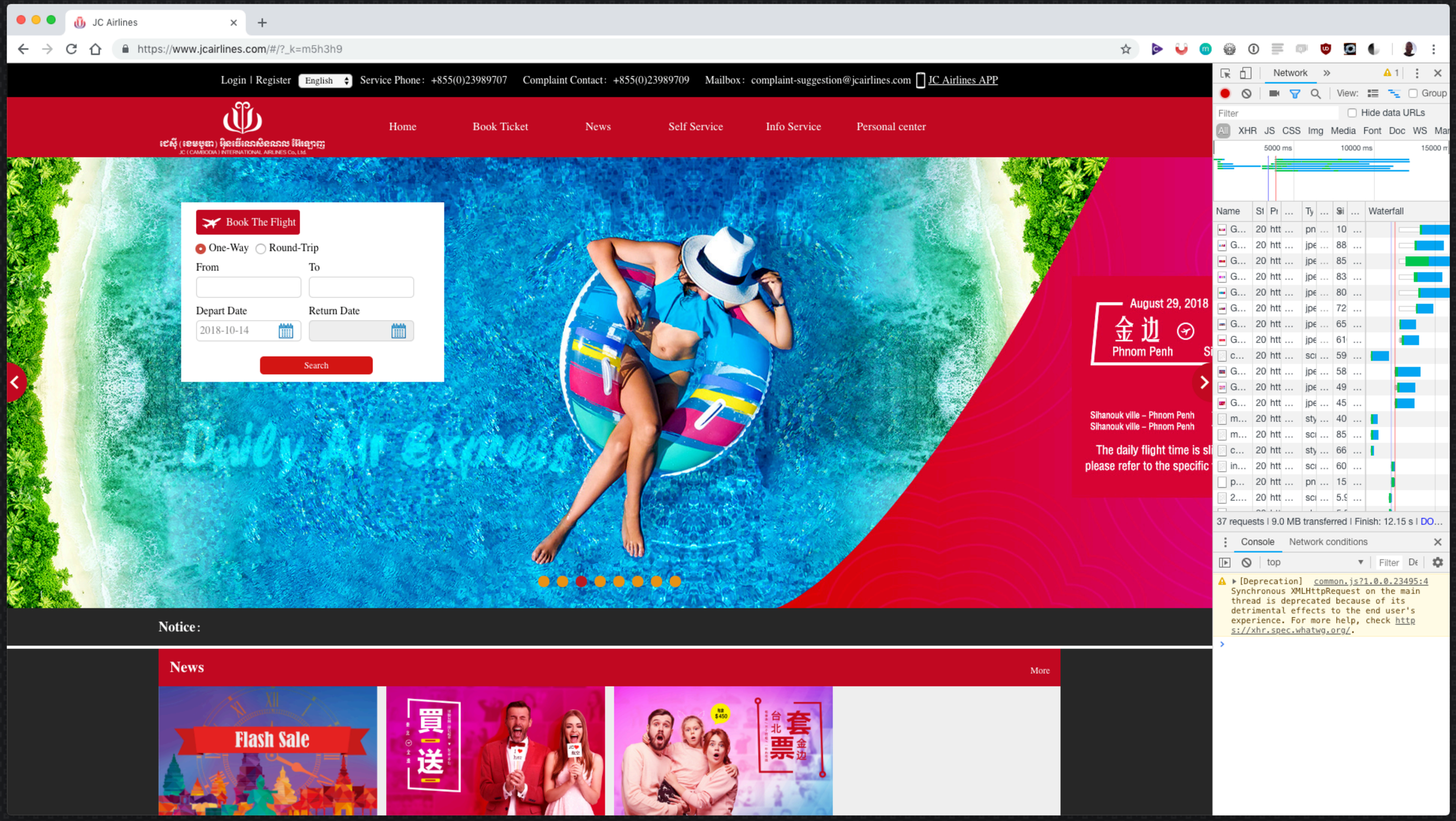
favicon.ico 200 x-icon Other 4.5 KB 11.20 s
GetRouteList?_=1514355337... 200 xhr common.js?1.0.... 2.6 KB 10.45 s
18 requests I 444 KB transferred I Finish: 4.7 min I DOMContentLoaded: 3.5 min I Load: 4.5 min
18 requests I 444 KB transferred I Finish: 4.7 min I DOMContentLoaded: 3.5 min I Load: 4.5 min


JC Airlines
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Return Date
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Sihanouk ville – Phnom Penh
Sihanouk ville – Phnom Penh
The daily flight time is sli
please refer to the specific
Notice:
News
More
Flash Sale
買送
套票
台北
金边
Network
Filter
Hide data URLs
XHR JS CSS Img Media Font Doc WS
5000 ms
10000 ms
Name
Waterfall
37 requests | 9.0 MB transferred | Finish: 12.15 s | DO...
Console
Network conditions
top
[Deprecation] common.js?1.0.0.23495:4
Synchronous XMLHttpRequest on the main thread is deprecated because of its detrimental effects to the end user's experience. For more help, check https://xhr.spec.whatwg.org/.

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One-Way Round-Trip

From To

Depart Date Return Date

2018-10-14

Search

Notice：

News More

Network

Filter Hide data URLs

All XHR JS CSS Img Media Font Doc WS Manifest

5000 ms 10000 ms 15000 ms

Name Status Protocol Type Initiator Size Time Waterfall

37 requests | 9.0 MB transferred | Finish: 12.15 s | DO...

Console Network conditions

top Filter Default levels

[Deprecation] common.js?1.0.0.23495:4
Synchronous XMLHttpRequest on the main thread is deprecated because of its detrimental effects to the end user's experience. For more help, check https://xhr.spec.whatwg.org/.

Respecting Users

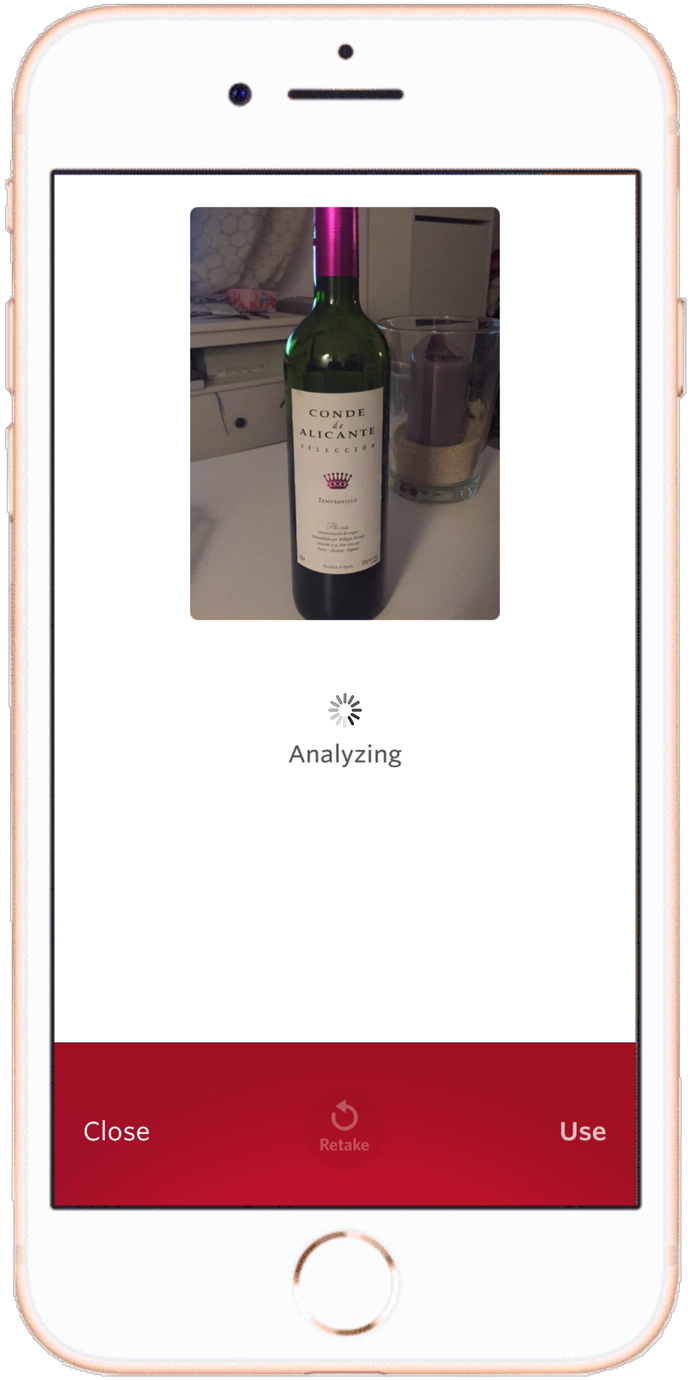
vivino

Uploading

Close

Retake

Use


CONDE
de
ALICANTE
SELECCIÓN
TEMPRANILLO
Analyzing
Close
Retake
Use

Still Analyzing

Close

Retake

Use

Hang in there...

Close

Retake

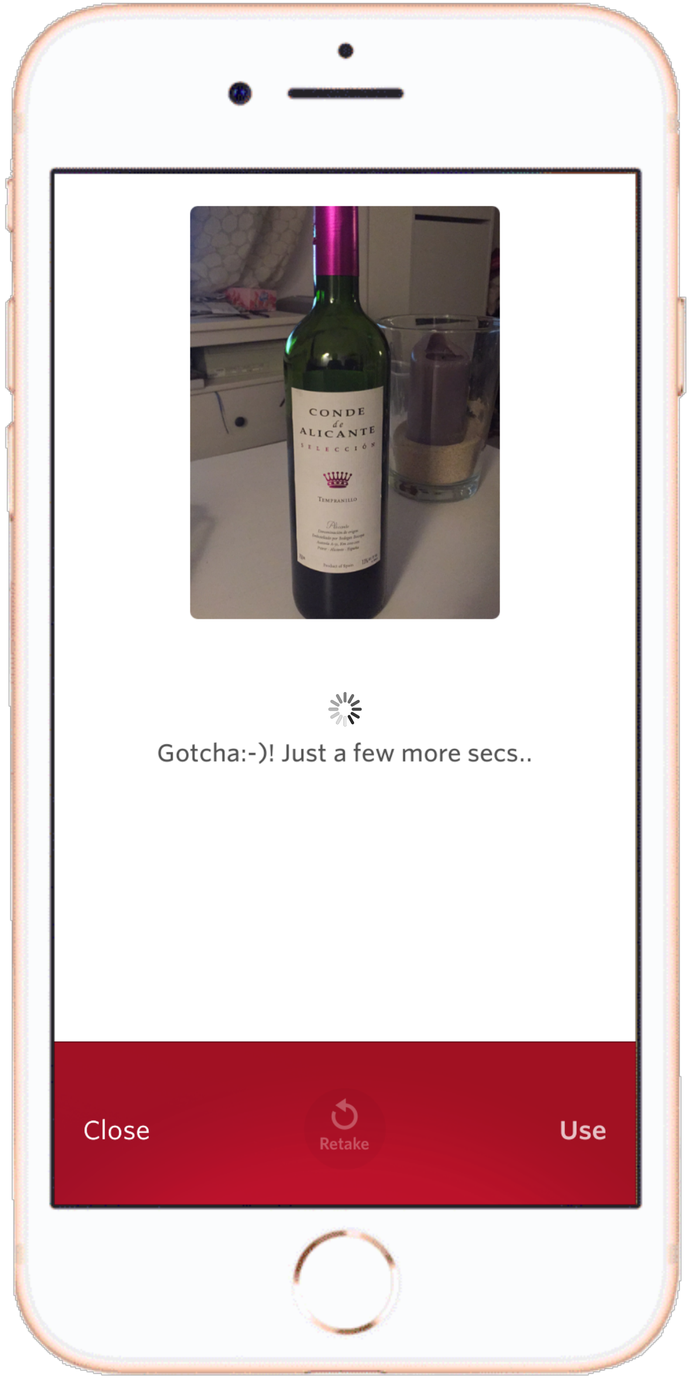
Use

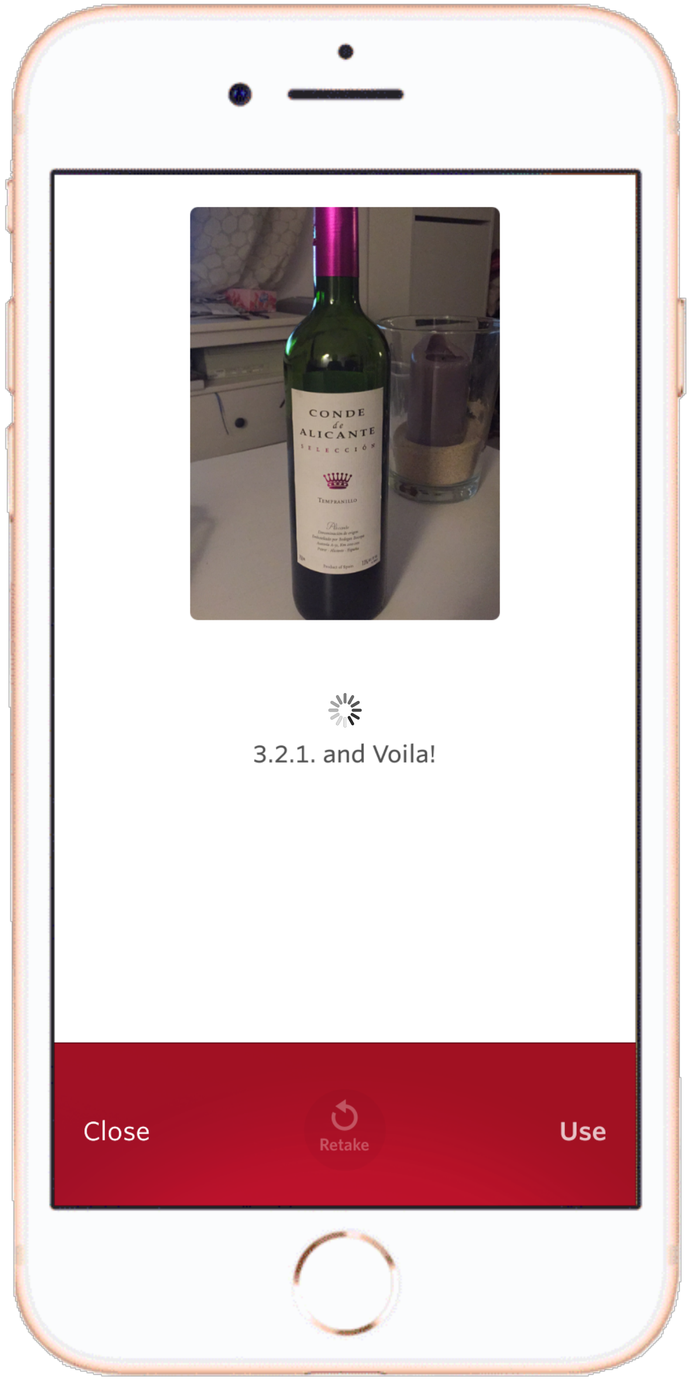
It's like waiting for Barolo...

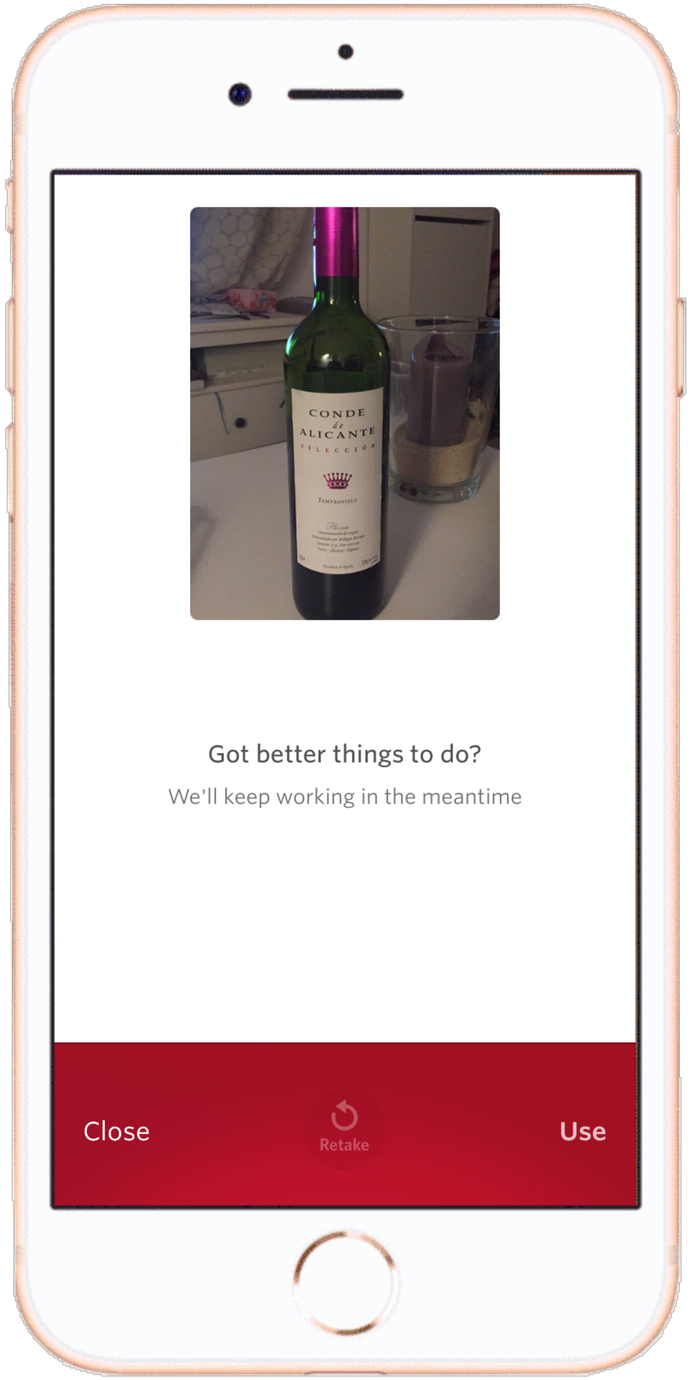
Close

Retake

Use


CONDE
de
ALICANTE
SELECCIÓN
TEMPRANILLO
Gotcha:-)! Just a few more secs..
Close
Retake
Use


CONDE
de
ALICANTE
SELECCIÓN
TEMPRANILLO
3.2.1. and Voila!
Close
Retake
Use


CONDE
de
ALICANTE
SELECCIÓN
TEMPRANILLO
Got better things to do?
We'll keep working in the meantime
Close
Retake
Use

Respect your users.

Happy users will be much more likely to forgive.

Rethinking the Approach

The Internet is still young and we are experimenting.

D
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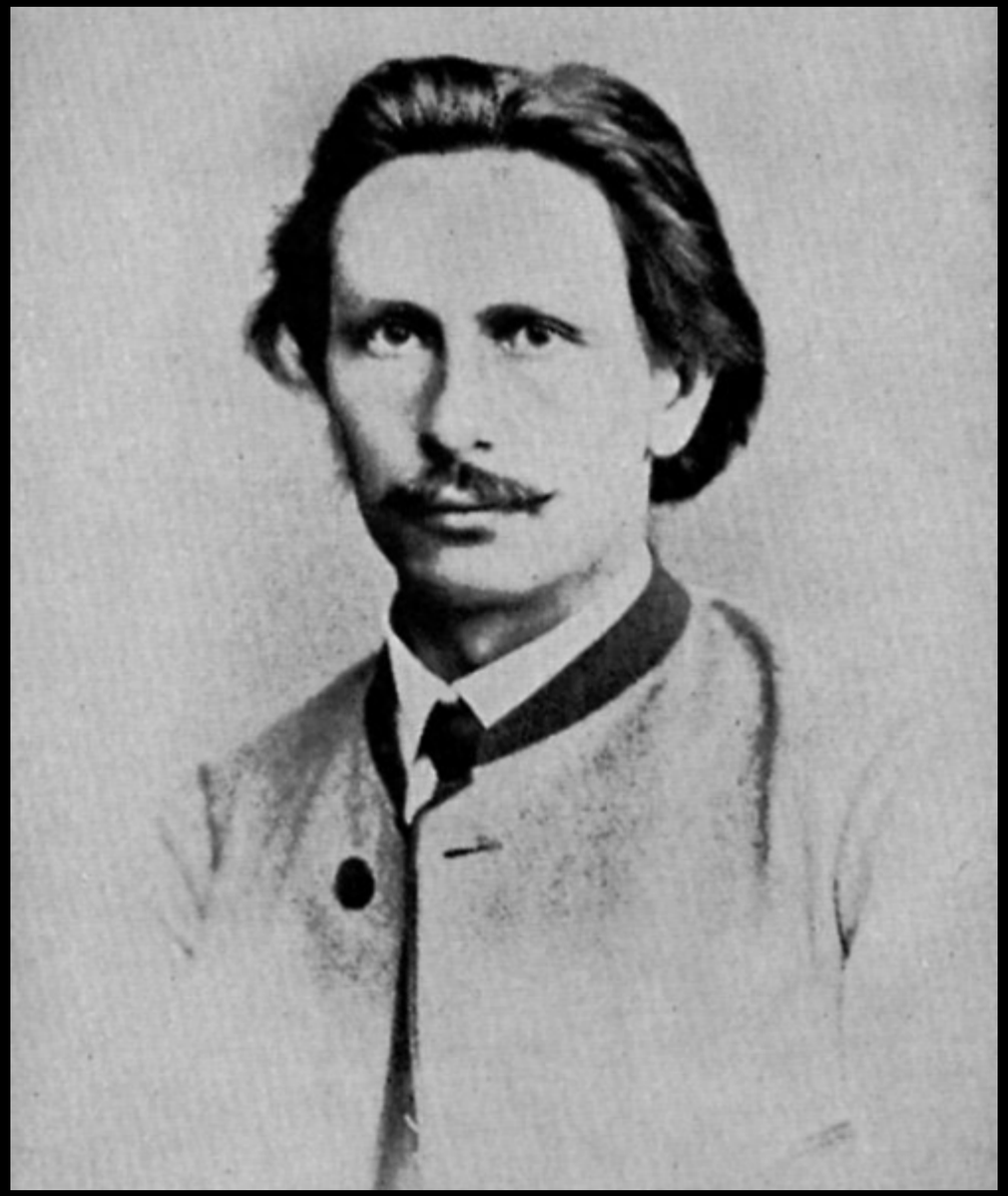
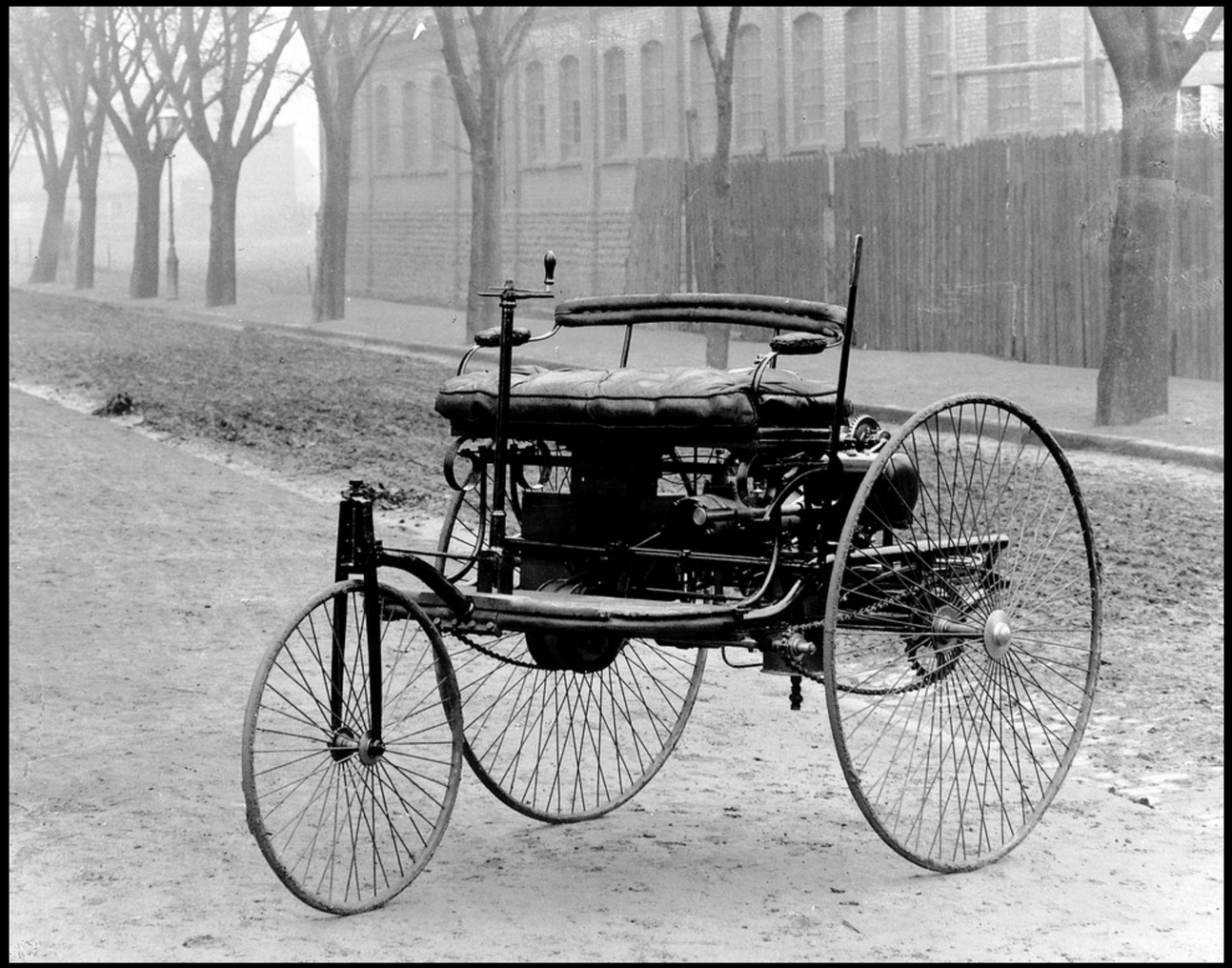
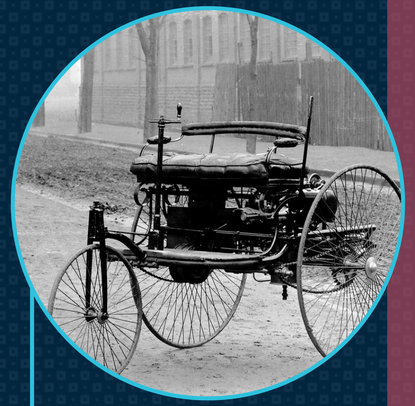


1885

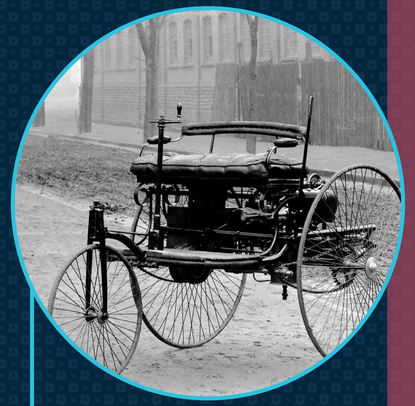


1910



1885

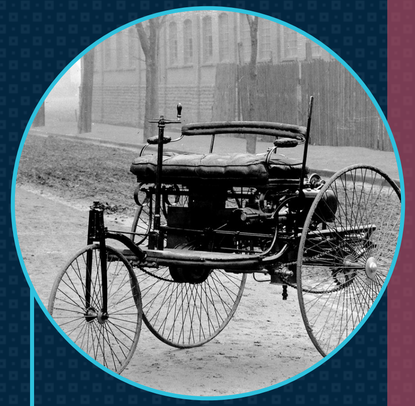
1910



1885

1910

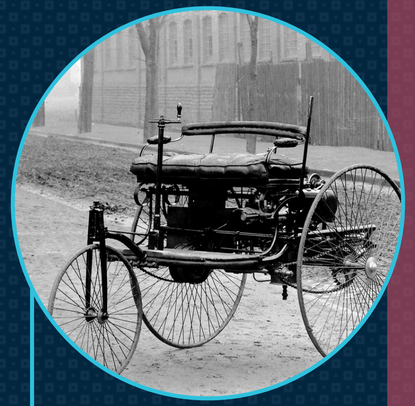
1950



1885

1910

1950

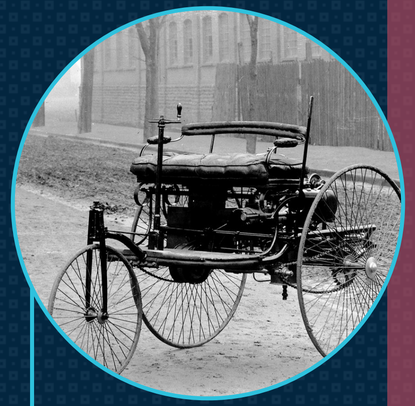


1885

1910

1950

1970



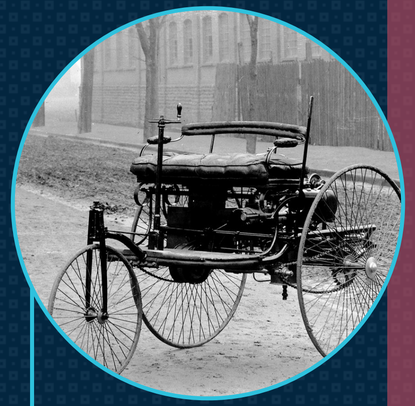
1885

1910

1950

1970

2015



1885

1910

1950

1970

2015

2018

The Internet is still young and we are experimenting.

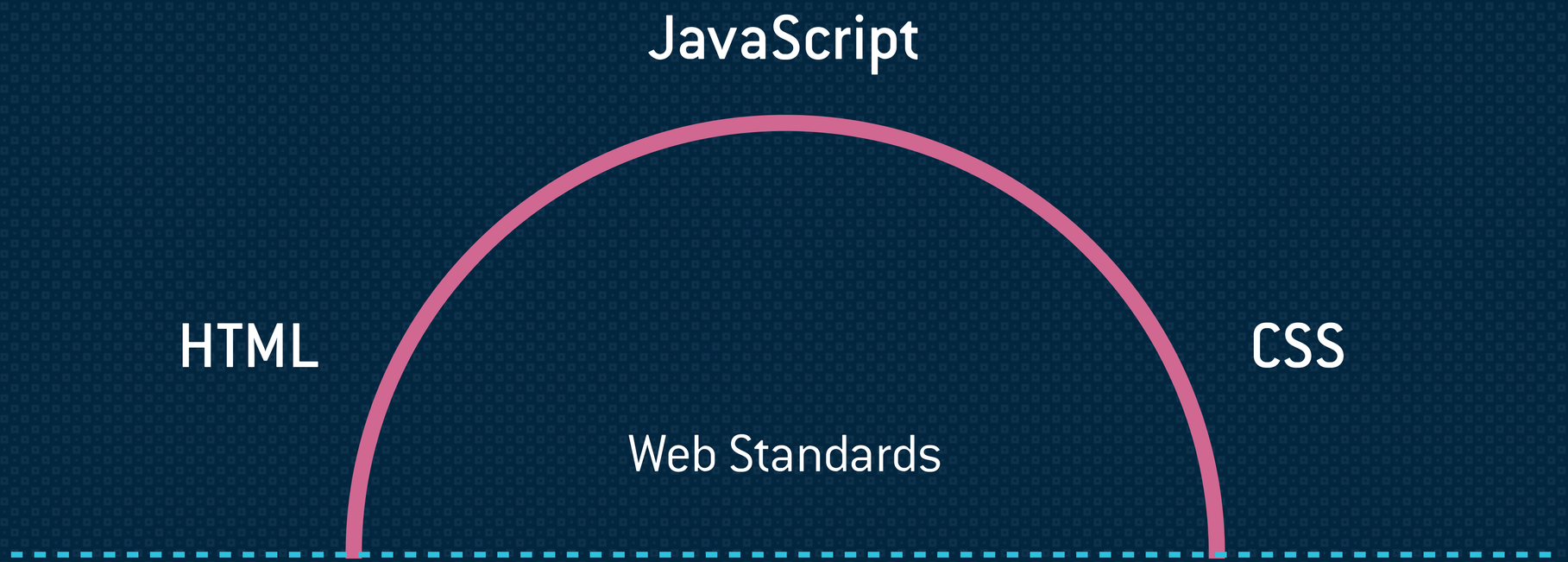
For a sustainable future we might have to reconsider and adjust the direction.

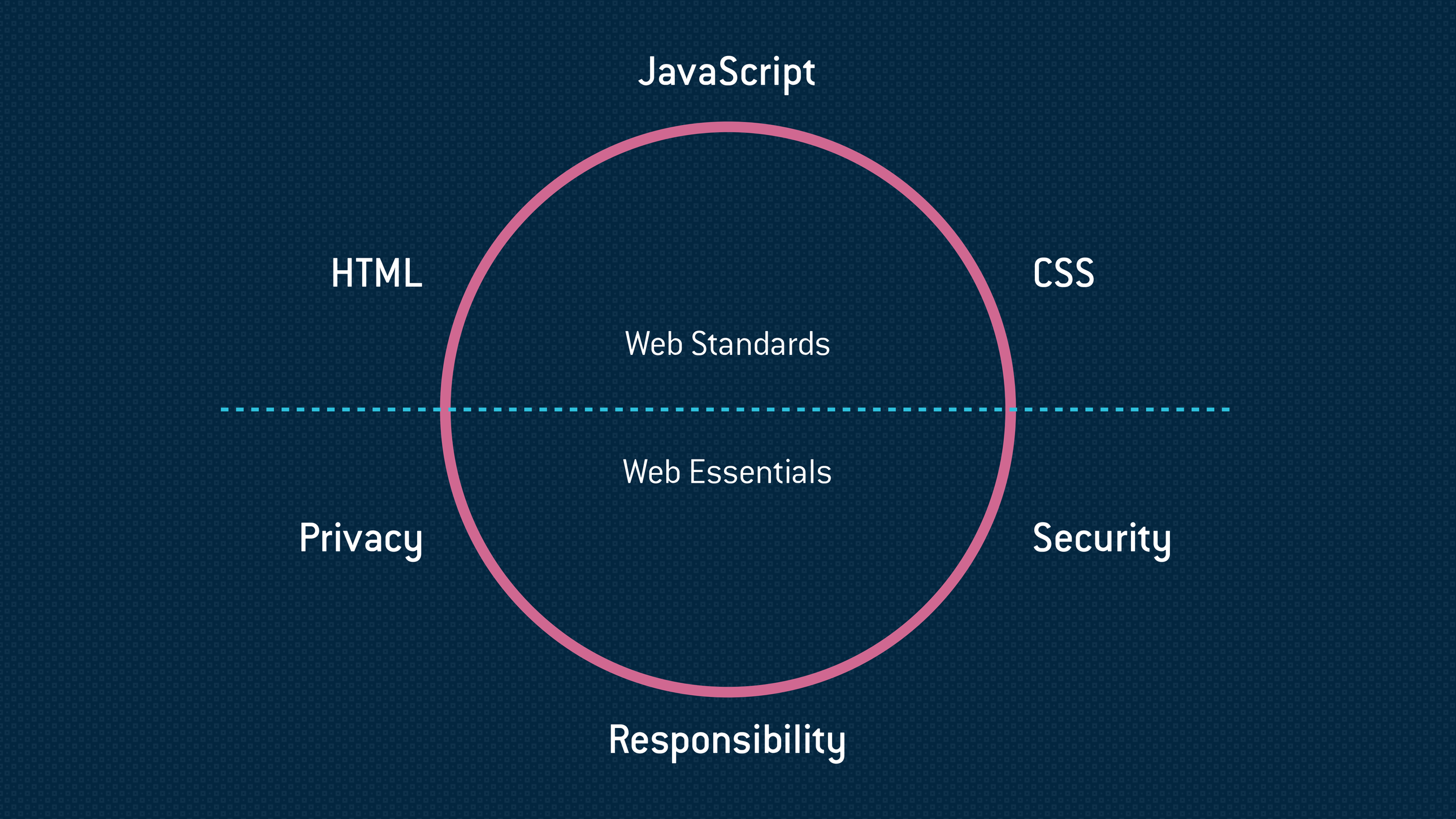
We have learned how to build stuff.

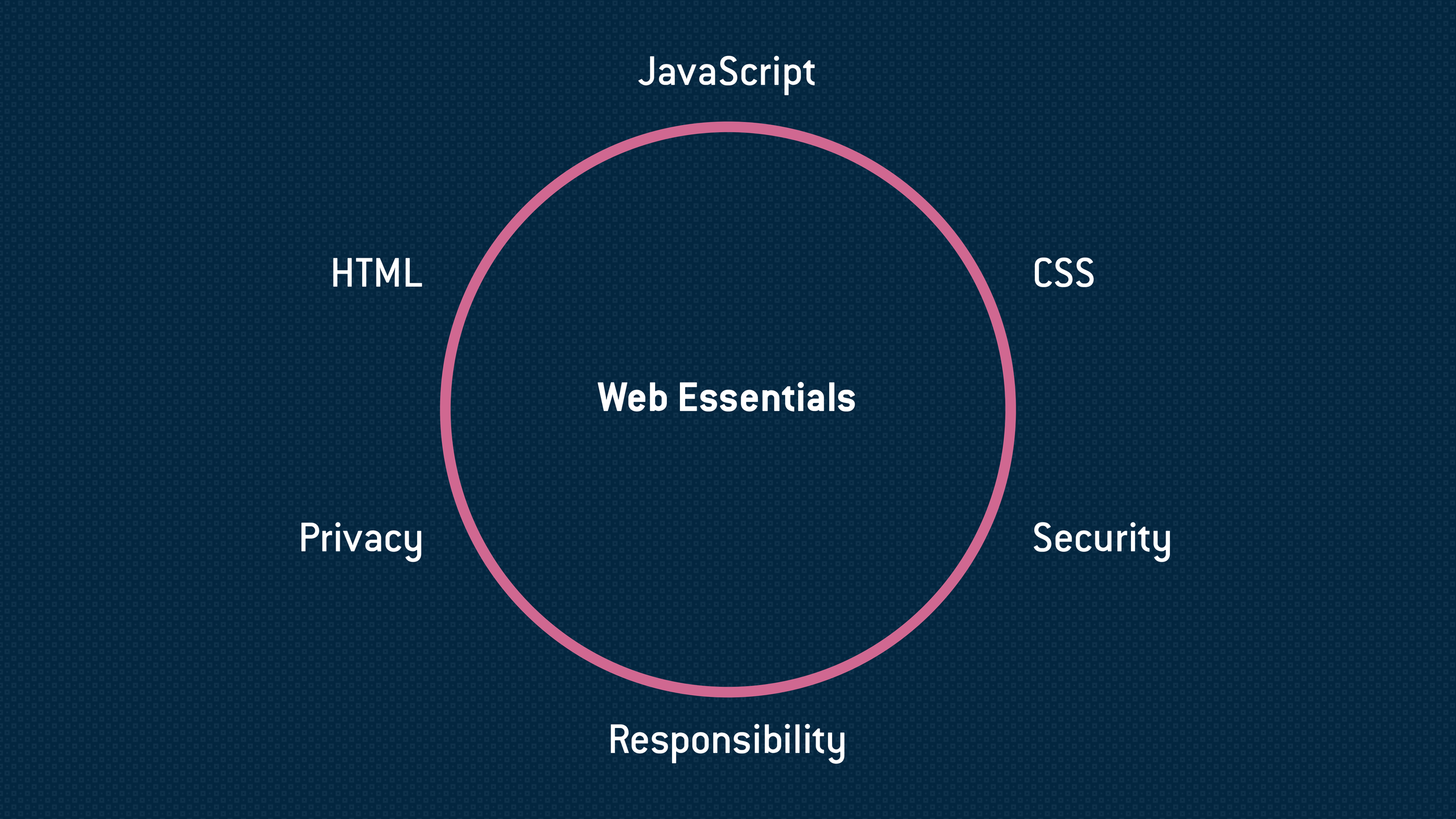
Now it’s time to get people focused essentials built in.

Essentials

for a Future Web


JavaScript
HTML
CSS
Web Standards


JavaScript
HTML
CSS
Web Standards
Web Essentials
Privacy
Security
Responsibility


JavaScript
HTML
CSS
Web Essentials
Privacy
Security
Responsibility

Too much work!

“We don’t have a budget for that CSS thing!”

—Nobody, ever

"People are starting to really care about companies having heart. The mentality of ***maximizing growth at any cost*** *will in fact no longer maximize growth. [. . .]* ***They want companies that do good in the world*** *and do right by their team.*

—Joel Gascoigne, Buffer

How would you like to be treated?

What are you willing to do for it?

Accessibility
Inclusivity
Responsibility

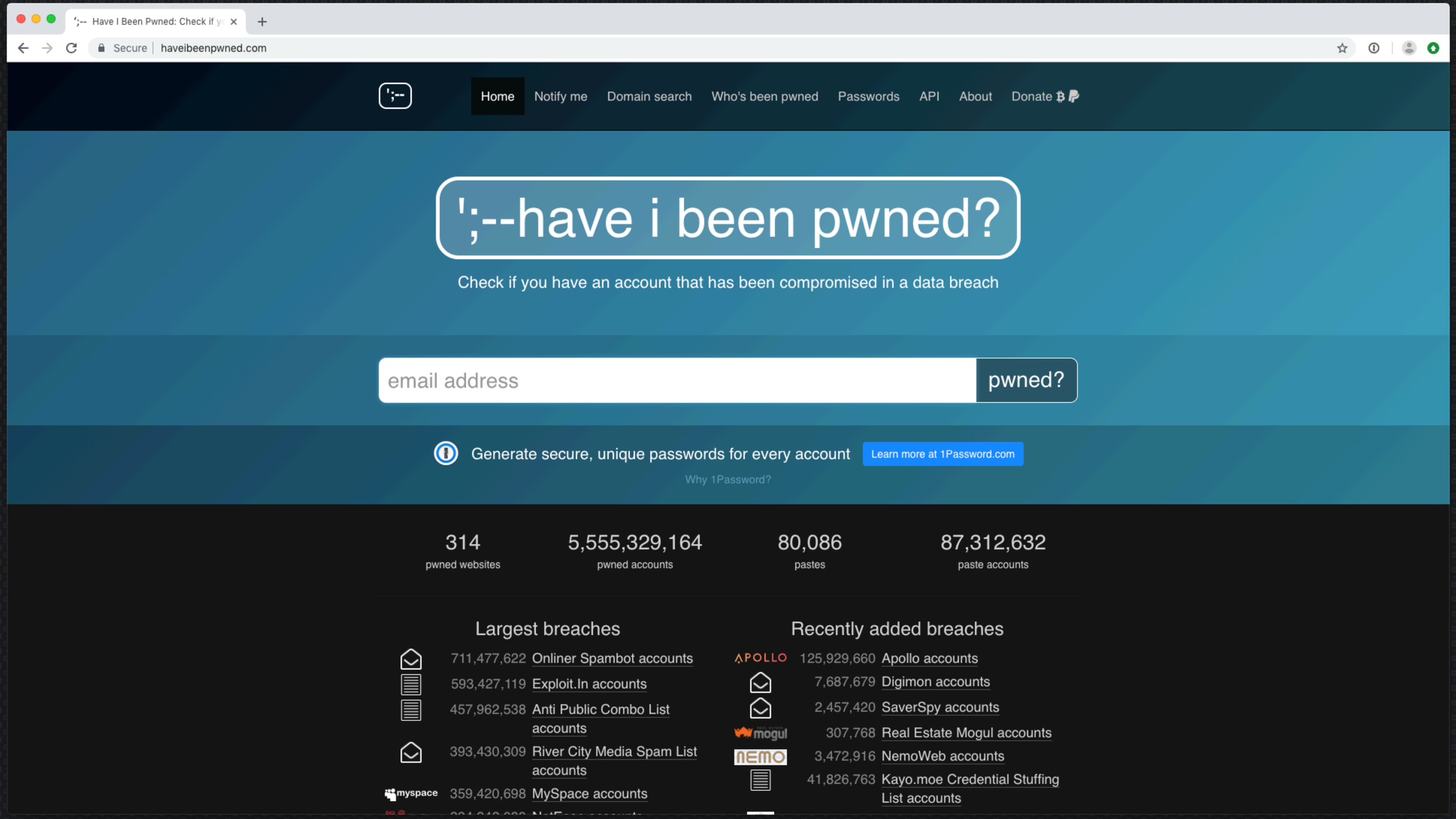
Data

Tracking

Privacy

Web Performance

Security



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Notify me
Domain search
Who's been pwned
Passwords
API
About
Donate
';--have i been pwned?
Check if you have an account that has been compromised in a data breach
email address
pwned?
Generate secure, unique passwords for every account
Learn more at 1Password.com
Why 1Password?
314
pwned websites
5,555,329,164
pwned accounts
80,086
pastes
87,312,632
paste accounts
Largest breaches
711,477,622 Onliner Spambot accounts
593,427,119 Exploit.In accounts
457,962,538 Anti Public Combo List accounts
393,430,309 River City Media Spam List accounts
359,420,698 MySpace accounts
Recently added breaches
125,929,660 Apollo accounts
7,687,679 Digimon accounts
2,457,420 SaverSpy accounts
307,768 Real Estate Mogul accounts
3,472,916 NemoWeb accounts
41,826,763 Kayo.moe Credential Stuffing List accounts

Great! But…

Great! ~~But~~...

“Don’t ask how you’re going to pay your rent working ethically.
Ask why you’re open to behaving unethically in the first place.”

—Mike Monteiro

We need to **get our values right**.

By **thinking about the user**, how to treat and what to serve them, it's possible to **achieve better performance**, offer improved **privacy** and **security** and become **better at our craft**.

A moral compass.

We can **start with the small things** and make the web and our **experiences more pleasant**. And then go from there.

Design with the intent to do good.

Design with the intent to do ~~good~~ better.

Do better every day.

Thank you.

Find me on Twitter: @foobartel