The Untold Benefits of Ethical Design

EmpireJS 2018, NYC

Hello EmpireJS!

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uforepublic Ltd.
Hong Kong

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Build a "Better" Product

Put User Interests First

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 *ethics*Christian *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.

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

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?

Surveillance
Capitalism

GCHQ data collection regime violated human rights, court rules

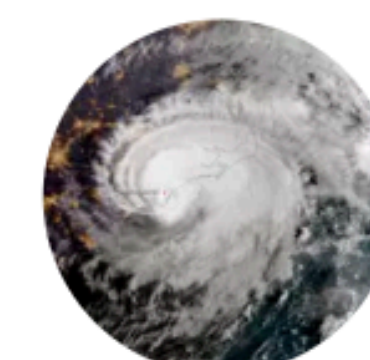**Surveillance system revealed by Snowden breached right to privacy, Strasbourg judges say**

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

Dark Patterns

Dark Patterns are tricks [used in websites and apps] that make users do things that you didn't mean to.

Dark Patterns pressure users into making a decision.

Here's how to cancel your subscription.

Please keep in mind that after canceling, you'll have limited access to The Times.

Chat with a Customer Care advocate

BEGIN CHAT

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Contact us

Need help?

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

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- What is the subscription refund policy? ▲

- What will happen to my account if I cancel my subscription? ▼

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

Sou

Stress
Loss Aversion
Anxiety
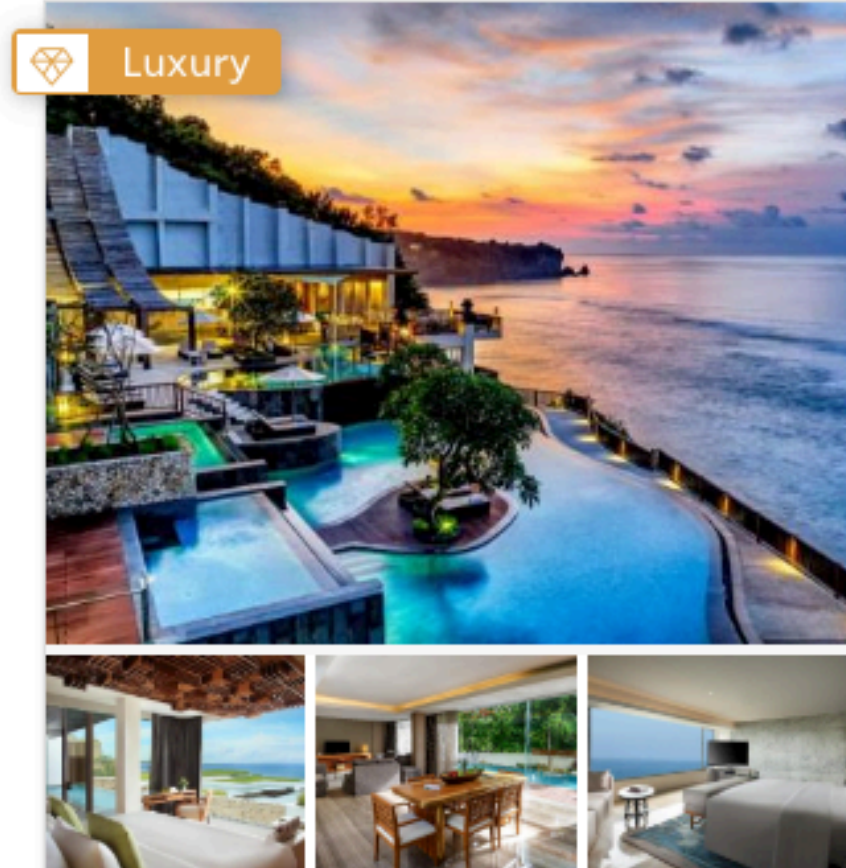
Luxury

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 784 reviews **8.3**

🏅 Excellent location

OPTIONS Free c

30 travelers are consid

Last booked 15 ho

Pensiunea Panorama Business Inn ★★★★

👍

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

Booked 3 times in the last 6 hours

Great Value Today

Very good 684 reviews **8.5**

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

Excellent location

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Pensiunea Panorama Business Inn ★★★★
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📍 Cluj-Napoca – Show on map 🔺 (2.4 km from centre)

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Great Value Today 💡 ✓ ✿ 🚋

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

Very good 8.5
684 reviews

Price for 2 nights
€ 90
FREE cancellation

See our last available rooms ›

🏆 **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
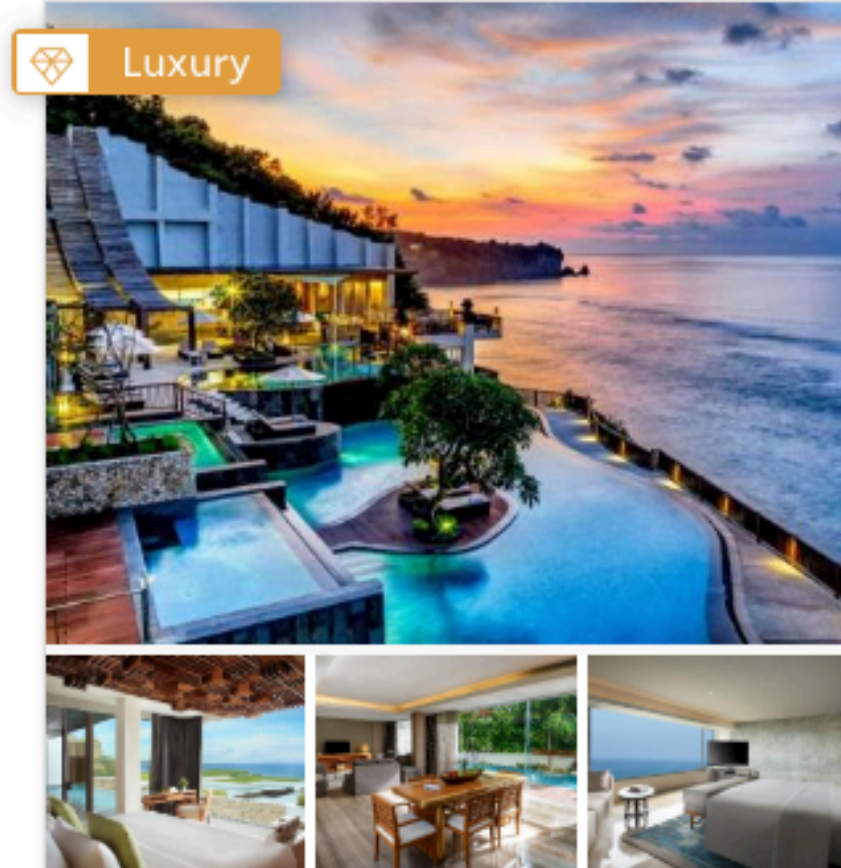2,625 reviews
8.9

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 ★★★

👍

📍 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!

Good
2,166 reviews **7.8**

Price for 2 Nights

HK$ 3,719

FREE cancellation
No prepayment needed

See our last available rooms ›

Hotel WBF Fukuoka Tenjin Minami ★★★ 👍

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!

Very Good
1,104 reviews **8.2**

Price for 2 Nights

HK$ 3,805

See our last available rooms ›

Excellent
784 reviews **8.3**

n map

Pensiunea Panorama Business Inn ★★★★

👍

📍 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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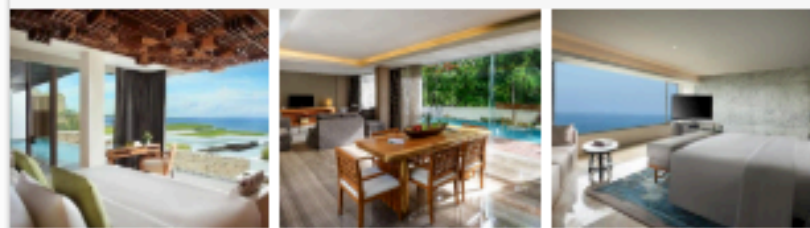
Very good
684 reviews **8.5**

Price for 2 nights

€ 90

FREE cancellation

See our last available rooms ›

...YANA Resort and Spa, BALI

Excellent
2,625 reviews **8.9**

...novated

📍 Jimbaran, Bali - View on map

...location

Breakfast

Free cancellation Pay later

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~~2,024~~

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Best Seller

APA Hotel Fukuoka Watanabe Dori EXCELLENT ★★★

👍

📍 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
price today!

Price for 2 Nights

Good **7.8**
2,166 reviews

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 ★★★★

👍

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

Booked 3 times in the last 6 hours

Very good **8.5**
684 reviews

Best Seller

Hotel Belvedere ★★★ 👍

📍 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!

Good **7.8**
1,210 reviews

Price for 2 Nights

HK$ 1,275
Breakfast HK$ 46.88
FREE cancellation

Select your room ›

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 | 0

1

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

Anantara Uluwatu Bali Resort

24 Jul 2018
Tuesday

29 Jul 2018

2 adults, 0 children
1 room

k about this ro

per night

Ocean View Suite

Low rate (non-re

SAVE 53% TODAY!

Most booked

Lowest price available!

HKD 4,662

Discounts

HKD **2,211**

BOOK NOW

Limited time offer. Ra

Extra bed not included
room pr

discount!

Par

84

Non

Showe

Balcony/

1 double bed

Free Wi-Fi

4, 2018

2 kids 0-4
years stay
FREE!

SAVE 39% TO

HKD 4,

HKD 2,82

Supplied by Booking.com

BOOK NOW

FREE cancellation

Quick and secure booking!

Limited availability

Standard With View Suite

See photos and details

Free Wi-Fi

Your choices

Benefits

Free breakfast for 2

Free cancellation before July 8, 2018

Guest limit

Price per night

2 kids 0-4
years stay
FREE!

HKD 2

st booked

BOOK NOW

FREE cancellation

Quick and secure booking!

Our last room!

Supplied by Se

Garden View Suite with Pool

More deals from oth

Stressed, anyone?

Human Centered Design

What's really good for our users?

User Experience

Inclusivity

Copy Writing

Accessibility

User Flows

Internationalisation

Legibility

User Experience

Performance

Security

Privacy

Respect

Impact

Responsibility

Peace of Mind

2006

AOL

Countrywide Financial Corp

Hewlett Packard

KDDI

T-Mobile, Deutsche Telecom

US Dept of Vet Affairs

Ameritrade Inc.

Cardsystems Solutions Inc.

Automatic Data Processing

2005

Citigroup

AOL

92, 000, 000

2004

2017

Bel Brazzers CEX Cellebrite Clinton Campaign lixSense DaFont Hong Kong Registration & Electoral Office Instagram KM.r MBM Company ia.c Malaysian medical practitioners lalays telcos & MVNOs Niv Orl Pay Quest Diagnostics Tracking TIO Networks Three c Wate Wonga

Red Cross Blood Service Swedish Transport Agency

Al.type Dailymotion Interpark Panerabrea Saks an Lord & Taylor Weeb 43, 000, 000 Yah Zomato

uTorrent

Banner Health Frien Finder Network 412, 000, 000 **Equifax** 143, 000, 000 Minecraft MyFitnessPal 150000000 Uber 57000000

2016

Anthem 80, 000, 000

MySpace 164, 000, 000

Spambot 711, 000, 000

Wendy's

Mail. ru

Aadhaar 1000000000

Philippines' Commission on Elections

Turkish citizenship databa

World Check

2015

Fling 40, 000, 000

River City Media 1, 370, 000, 000

Syrian government

AshleyMadison.com

Linux Ubuntu forums

Mossack Fonseca MSpy

VK 100, 544, 934

Source

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

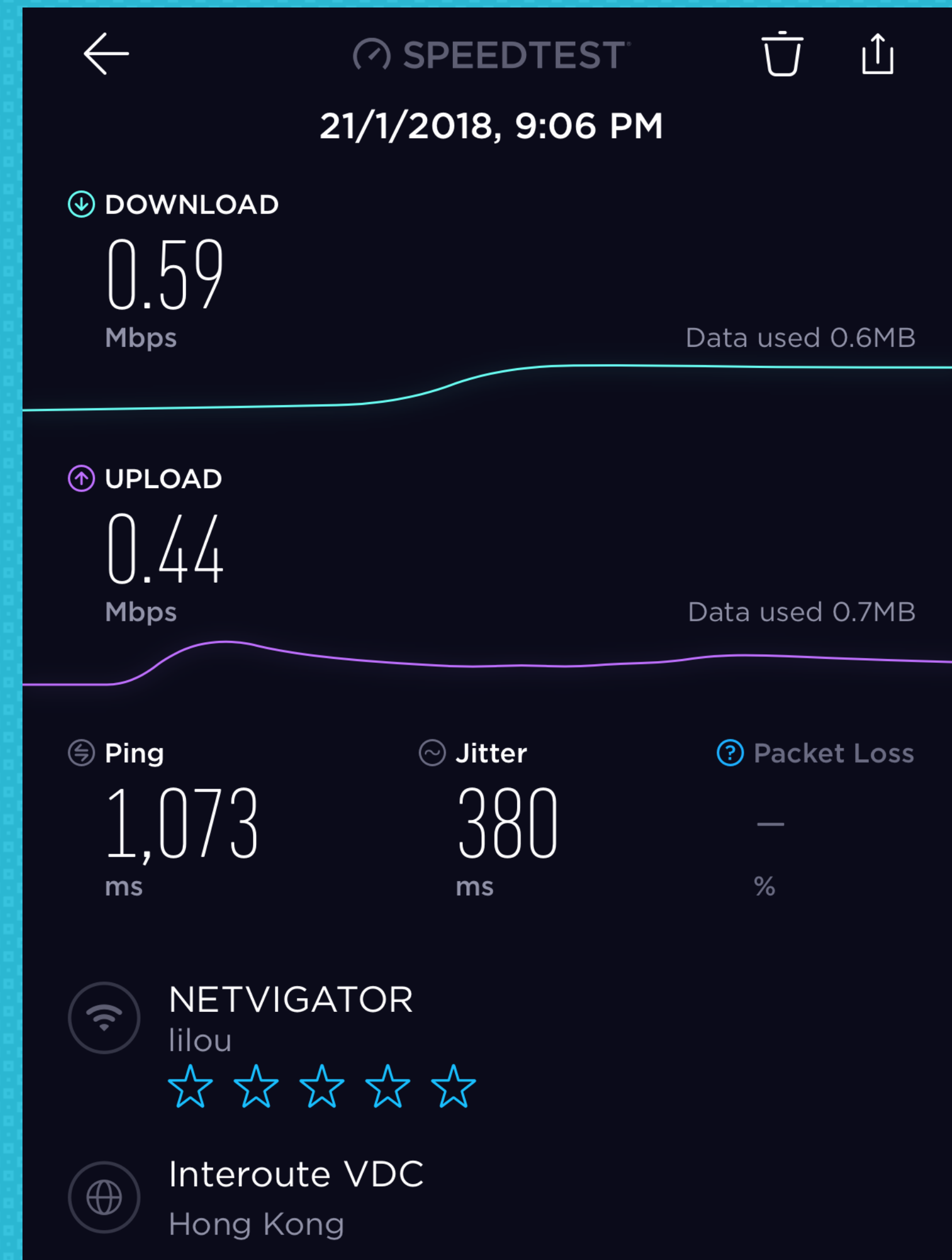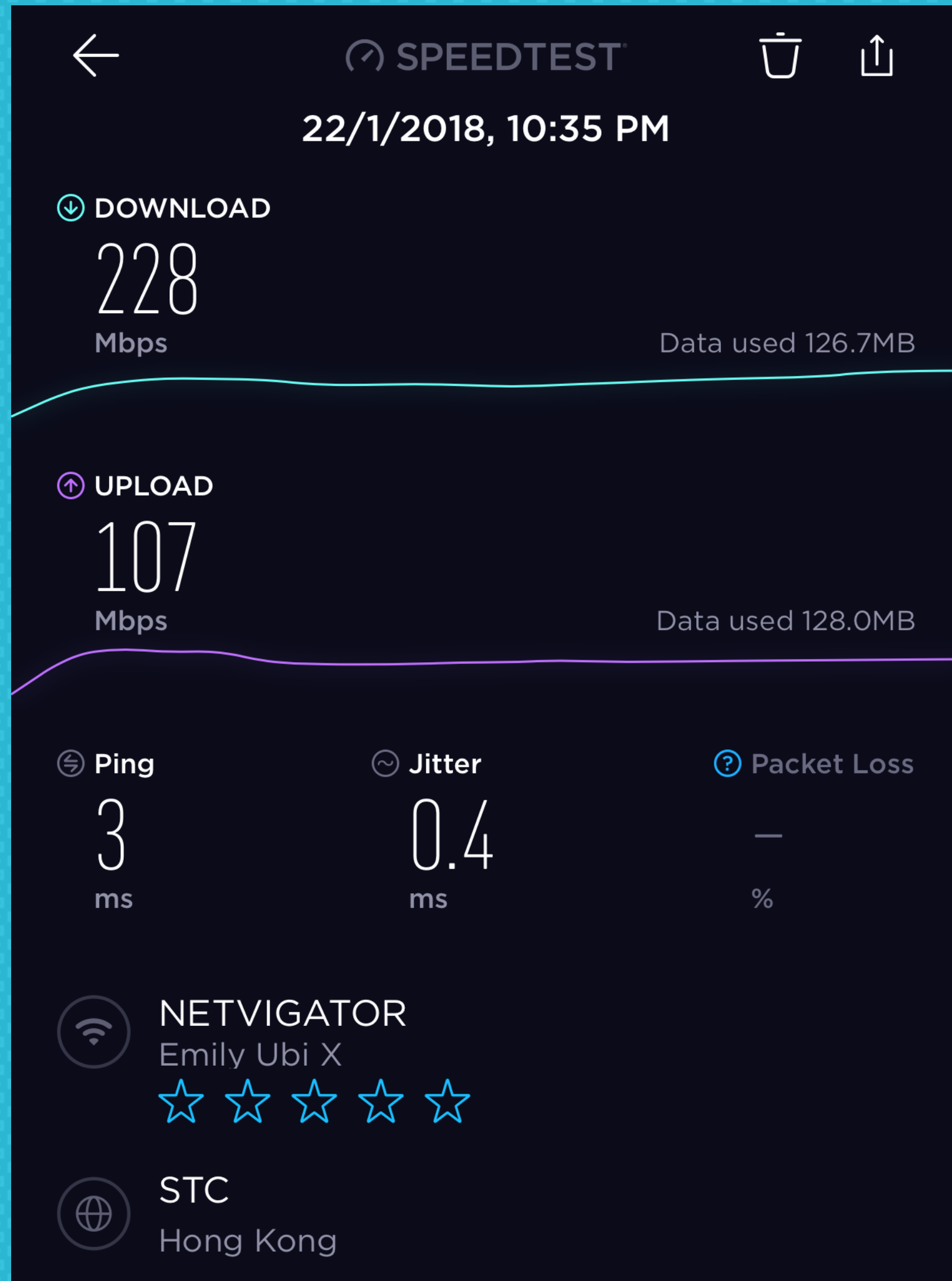We're spending a lot of time thinking about how to collect more and more data.

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

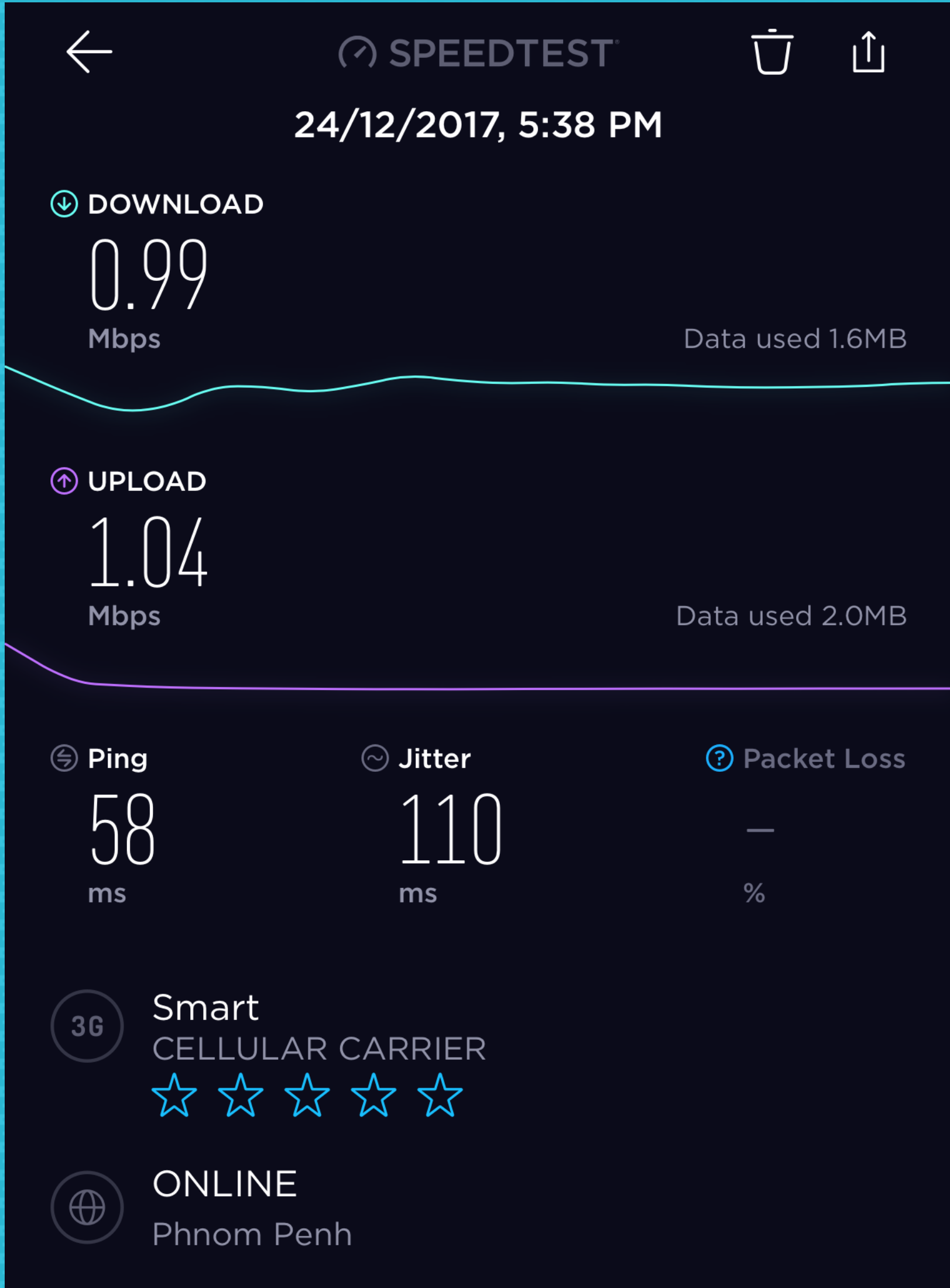The data you don't have stored, can't be leaked, lost or stolen.

Web Performance
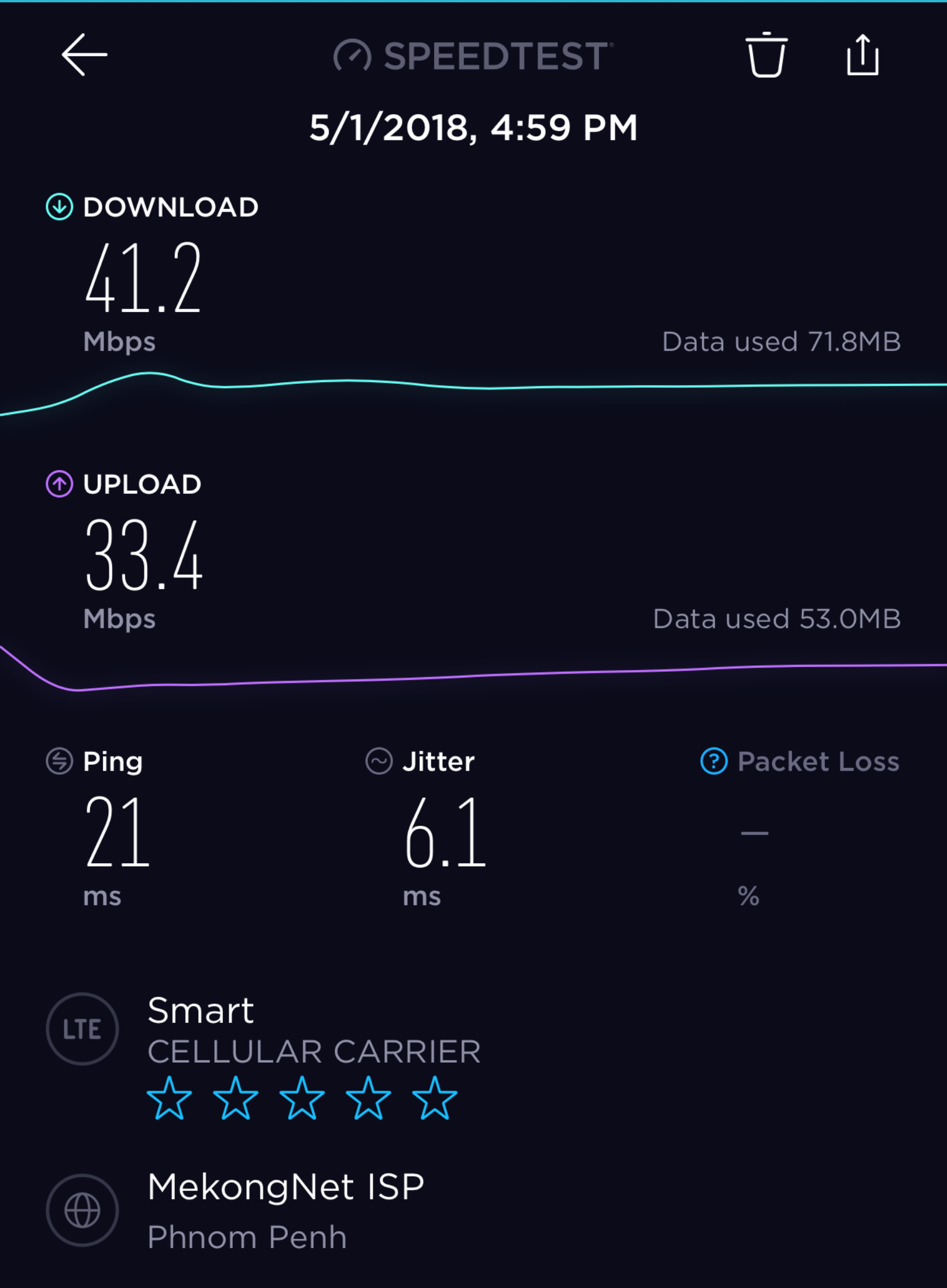
Hong Kong

Left screen:

SPEEDTEST

22/1/2018, 10:35 PM

⌄ DOWNLOAD
228
Mbps
Data used 126.7MB

⌃ UPLOAD
107
Mbps
Data used 128.0MB

Ping
3
ms

Jitter
0.4
ms

Packet Loss
—
%

NETVIGATOR
Emily Ubi X
☆☆☆☆☆

STC
Hong Kong

Right screen:

SPEEDTEST

21/1/2018, 9:06 PM

⌄ DOWNLOAD
0.59
Mbps
Data used 0.6MB

⌃ UPLOAD
0.44
Mbps
Data used 0.7MB

Ping
1,073
ms

Jitter
380
ms

Packet Loss
—
%

NETVIGATOR
lilou
☆☆☆☆☆

Interoute VDC
Hong Kong

Phnom Penh, Cambodia

SPEEDTEST

5/1/2018, 4:59 PM

⊘ DOWNLOAD

41.2
Mbps

Data used 71.8MB

⬆ UPLOAD

33.4
Mbps

Data used 53.0MB

Ping	Jitter	Packet Loss
21	6.1	—
ms	ms	%

LTE Smart
CELLULAR CARRIER
☆☆☆☆☆

MekongNet ISP
Phnom Penh

SPEEDTEST

24/12/2017, 5:38 PM

⊘ DOWNLOAD

0.99
Mbps

Data used 1.6MB

⬆ UPLOAD

1.04
Mbps

Data used 2.0MB

Ping	Jitter	Packet Loss
58	110	—
ms	ms	%

3G Smart
CELLULAR CARRIER
☆☆☆☆☆

ONLINE
Phnom Penh

Respecting Users

Uploading

Close   Retake   Use

Analyzing

Close   Retake   Use

Still Analyzing

Close   Retake   Use

Hang in there...

Close   Retake   Use

Got better things to do?

We'll keep working in the meantime

Close   Retake   Use

Respect your users' time.
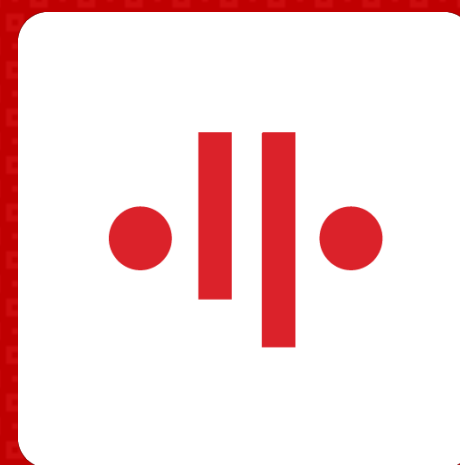Happy users will be much **more likely to forgive**.

Rethinking the Approach

4 Pillars for a Better Web

Responsibility	Performance
Privacy	Security

Everybody wants to create better experiences.

How would you like to be treated?

What are you willing to do for it?

Accessibility
Inclusivity
Responsibility

Privacy

Web Performance

Security

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 and ethics right**. Today.

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**.

Design with the intent to do good.

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

Do better every day.

Thank you.

Links & Credits

New York Skyline: https://unsplash.com/photos/_QdFx92M02U

Hong Kong City View: https://unsplash.com/photos/g5-5pRzVPZw

Data Breach Visualisation: www.informationisbeautiful.net/visualizations/worlds-biggest-data-breaches-hacks/

Dark Patterns: https://darkpatterns.org/

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

Colloq can be found at: https://colloq.io

These slides can also be found on https://foobartel.com/speaking