

The Untold Benefits of Ethical Design





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c•||•q



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 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.

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

“Make the world a better place”





Surveillance Capitalism

廣告位招租
電話 27271337

GCHQ data collection regime violated human rights, court rules

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



most viewed



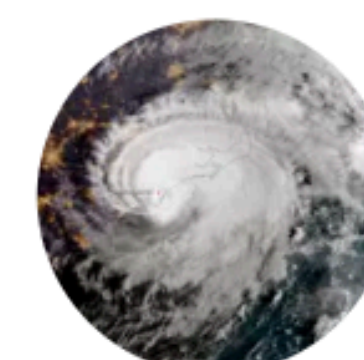
Live Tottenham Hotspur
Liverpool: Premier League
live!



Comedian Mark Lamarr
charged with assault and
imprisonment



Springboks hold on to int
shock home defeat on the
Blacks



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

“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
they didn't mean to do.

Dark Patterns **pressure** users into
making a decision.

Dark Patterns **suck.**

Here's how to cancel your subscription.

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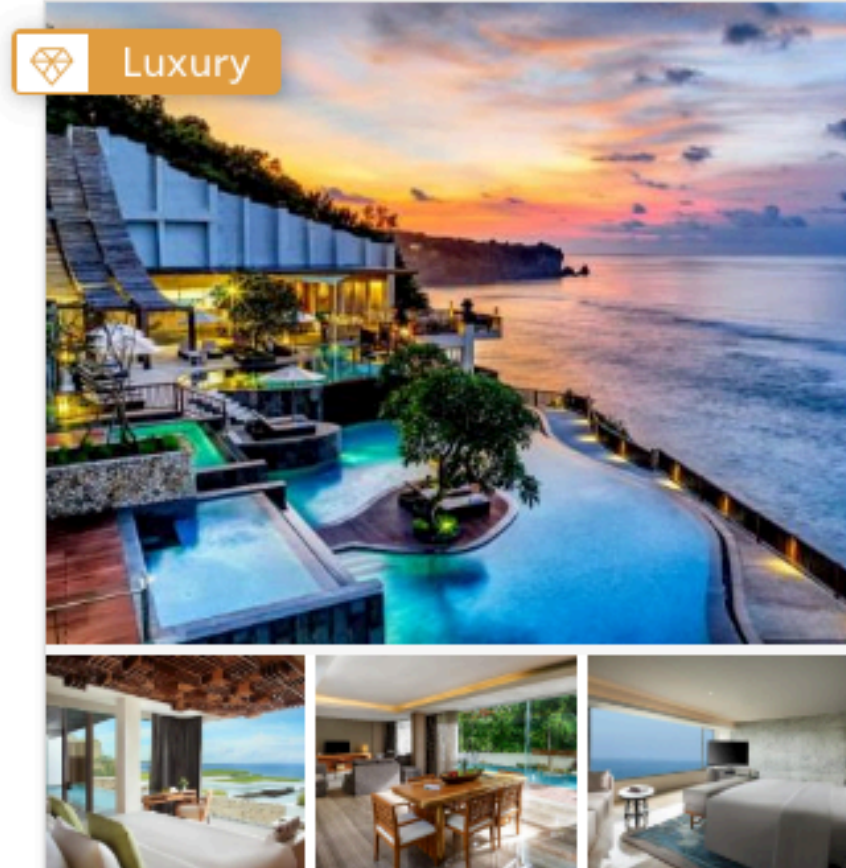
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Stress

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

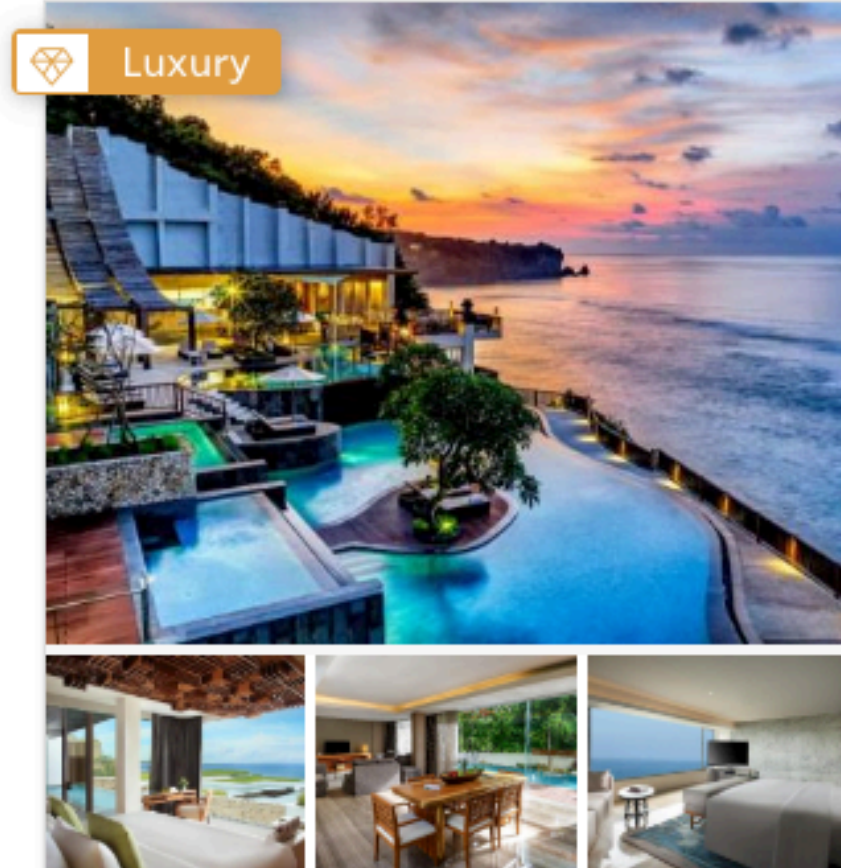
 Nightly rates as low as

~~4,662~~

HKD **2,211**

 Compare prices

Price includes **Free Breakfast**



Luxury

Anantara Uluwatu Bali Resort

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Excellent location

OPTIONS [Free c](#)

30 travelers are consid

Last booked 15 ho

Excellent
784 reviews

8.3



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!

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

Very good

684 reviews

8.5

Price for 2 nights

€ 90

FREE cancellation

[See our last available rooms >](#)

Luxury



Anantara Uluwatu Bali Resort

★★★★★ [Uluwatu, Bali - View on map](#)

Excellent location

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Last booked 15 hours ago

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784 reviews

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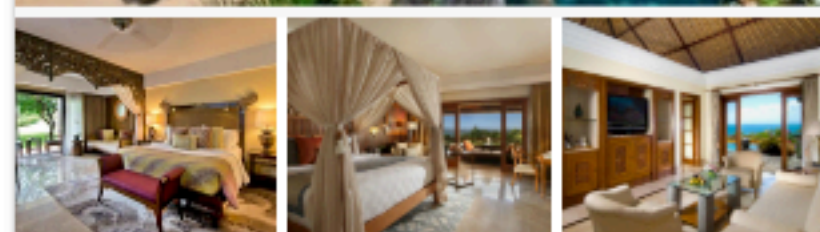
€ 90

FREE cancellation

Luxury



Best Seller



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

[See our last available rooms >](#)

Fukuoka: 33 properties found

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



- 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!

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!

Price for 2 Nights

HK\$ 3,805

See our last available rooms >

Excellent

784 reviews

8.3

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!

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

Price for 2 nights

€ 90

FREE cancellation

See our last available rooms >

YANA Resort and Spa, BALI

Renovated

📍 Jimbaran, Bali - View on map

Location

Breakfast

Free cancellation Pay later

Excellent

2,625 reviews

8.9

46% OFF TODAY

📄

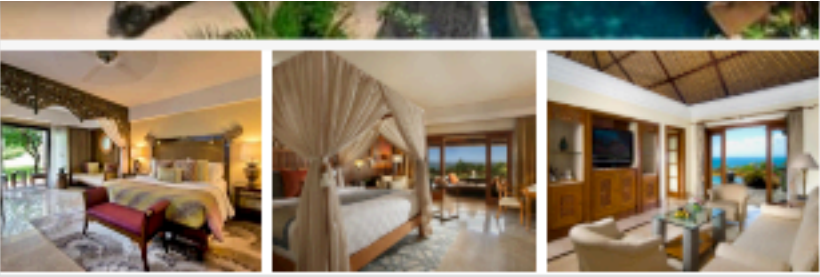
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~~2,024~~

HKD 1,860

📄

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Last booked 9 hours ago

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- 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

Hotel WBF Fukuoka Tenjin Mi

Promoted

[Fukuoka – Show on map](#) (1.2 km from center)

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!

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!

Price for 2 Nights

HK\$ 1,275
Breakfast HK\$ 46.88
FREE cancellation

Select your room >

Pensiunea Panorama Business Inn ★★★★★

Excellent 8.3
784 reviews

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

Booked 3 times in the last 6 hours

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



Stressed, anyone?

User Experience

Accessibility

Inclusivity

Copy Writing

Impact

User Flows

Legibility

User Experience

Performance

Security

Privacy

Respect

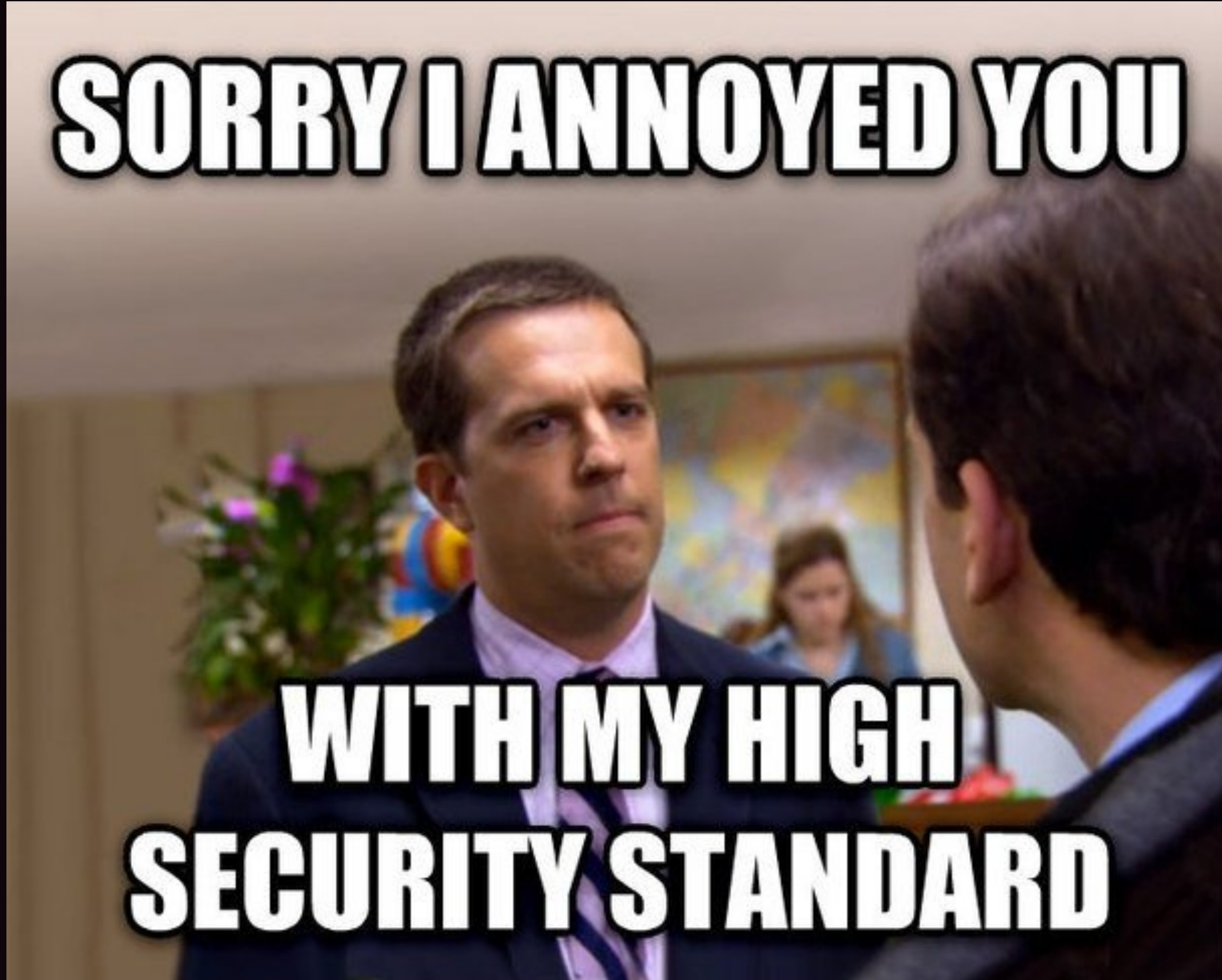
Responsibility

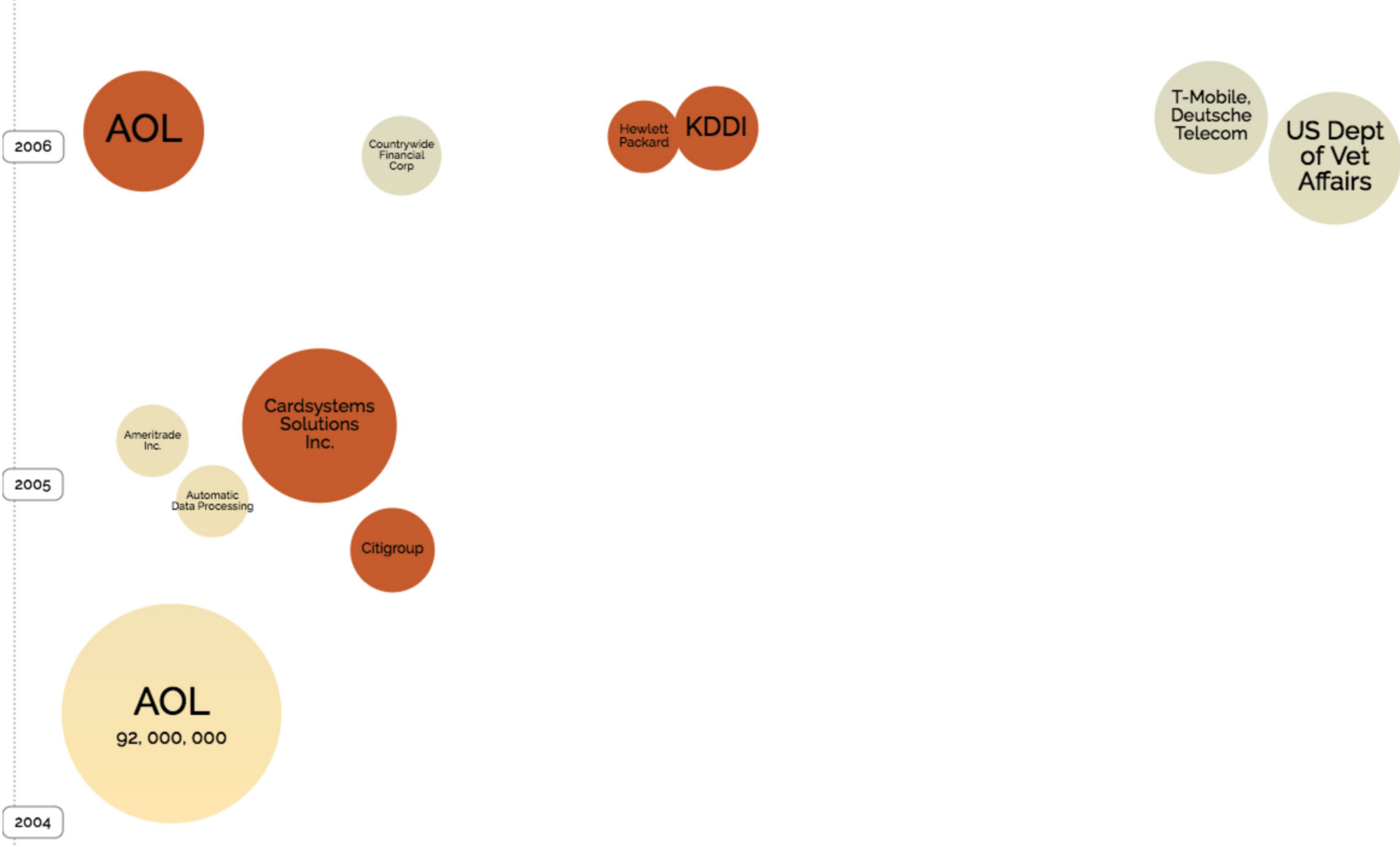
If you don't consider these essentials
for your “great” user experience, that
experience will only be “so great!” **for
some of us.**

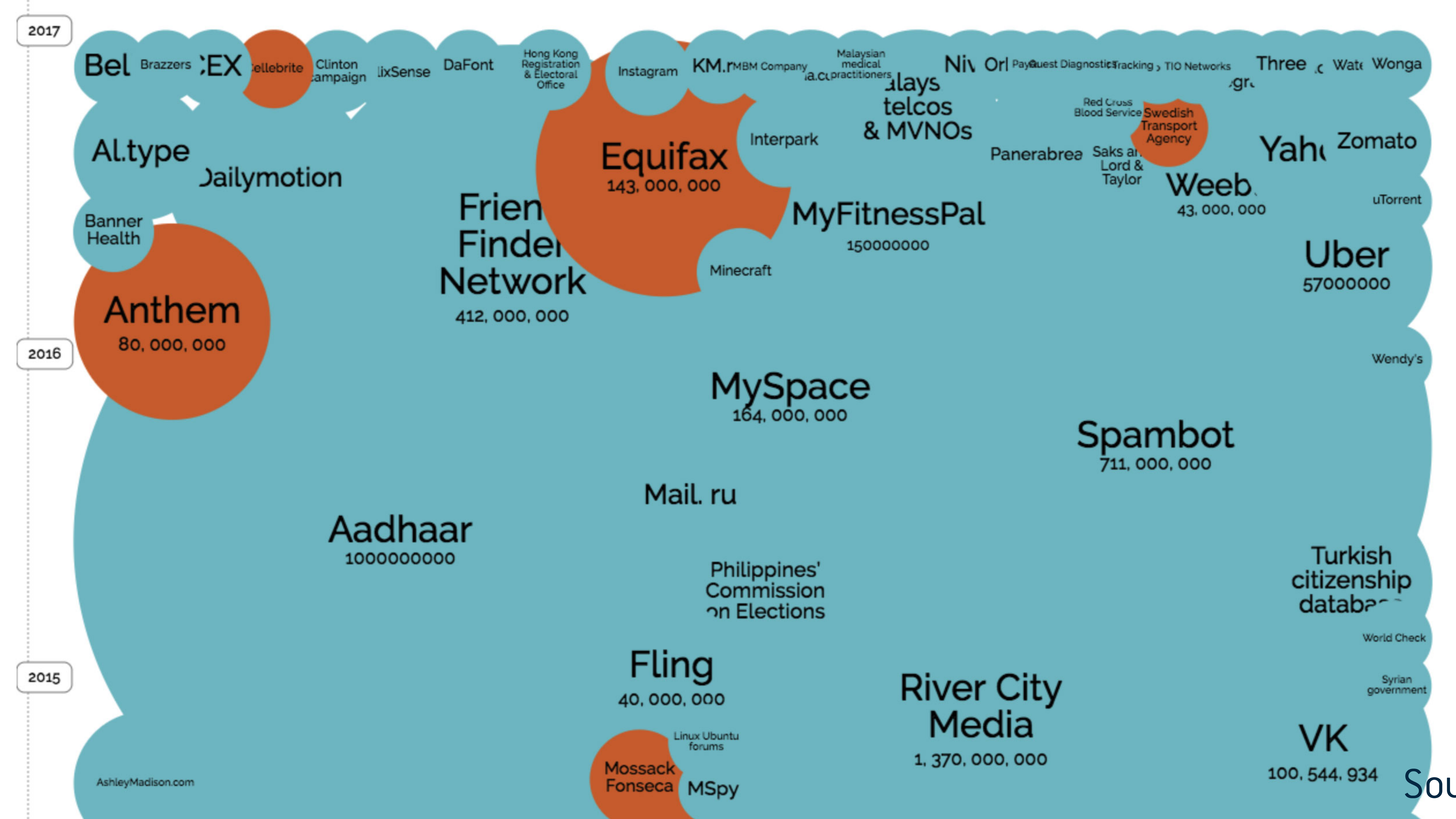
When designing, we have **a responsibility** that will eventually define the relationship of our users to our product.

SORRY I ANNOYED YOU

**WITH MY HIGH
SECURITY STANDARD**







*“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?**

A Simple Rule

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

The best request is
no request at all



JC Airlines

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ElementsNetworkMemoryAuditsPerformanceApplicationConsoleSourcesSecurity

View: Group by frame | ☐ Preserve log ☐ Disable cache ☐ Offline Online

Filter ☐ Hide data URLs **All** XHR JS CSS Img Media Font Doc WS Manifest Other

50000 ms100000 ms150000 ms200000 ms250000 ms300000 ms350000 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		
encode.min.js?1.0.0.28513	200	script	(index)	(from dis...	4 ms		
common.js?1.0.0.28513	200	script	(index)	235 KB	3.4 min		
main.js?1.0.0.28513	200	script	(index)	(from dis...	4 ms		
2.1.0.31.js	200	script	common.is?1.0...	4.7 KB	19.76 s		
nonce?_=1514355067	200	xhr	common.is?1.0...	3.5 KB	2.67 s		
index.1.0.31.js	200	script	common.is?1.0...	17.2 KB	55.61 s		
GetForegroundMenu?MENU_...	200	xhr	common.is?1.0...	2.1 KB	1.37 s		
GetAirportList?_=1514355337...	200	xhr	common.is?1.0...	1.3 KB	2.68 s		
GetNoticeModels?FORCE_P...	200	xhr	common.is?1.0...	283 B	8.90 s		
GetHomePageSlideimage?Sh...	(pending)	xhr	common.is?1.0...	0 B	Pending		
GetHomePageSlideimage?Sh...	(pending)	xhr	common.is?1.0...	0 B	Pending		
GetSpecialTicketDatas?page...	200	xhr	common.is?1.0...	354 B	5.17 s		
GetPopupNotice?type=Home...	200	xhr	common.is?1.0...	357 B	4.33 s		
favicon.ico	200	x-icon	Other	4.5 KB	11.20 s		
GetRouteList?_=1514355337...	200	xhr	common.is?1.0...	2.6 KB	10.45 s		

18 requests | 444 KB transferred | Finish: 4.7 min | DOMContentLoaded: 3.5 min | Load: 4.5 min

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Filter

Hide data URLsAllXHRJSCSSImgMediaFontDocWSManifestOther

50000 ms100000 ms150000 ms200000 ms250000 ms300000 ms3

main.css?1.0.0.28513

(failed)

stylesheet

(index)

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			
encode.min.js?1.0.0.28513	200	script	(index)	(from dis...	4 ms			
common.js?1.0.0.28513	200	script	(index)	235 KB	3.4 min			
main.js?1.0.0.28513	200	script	(index)	(from dis...	4 ms			
2.1.0.31.js	200	script	common.is?1.0...	4.7 KB	19.76 s			
nonce?_=1514355067	200	xhr	common.is?1.0...	3.5 KB	2.67 s			
index.1.0.31.js	200	script	common.is?1.0...	17.2 KB	55.61 s			
GetForegroundMenu?MENU_...	200	xhr	common.is?1.0...	2.1 KB	1.37 s			
GetAirportList?_=1514355337...	200	xhr	common.is?1.0...	1.3 KB	2.68 s			
GetNoticeModels?FORCE_P...	200	xhr	common.is?1.0...	283 B	8.90 s			
GetHomePageSlideimage?Sh...	(pending)	xhr	common.is?1.0...	0 B	Pending			
GetHomePageSlideimage?Sh...	(pending)	xhr	common.is?1.0...	0 B	Pending			
GetSpecialTicketDatas?page...	200	xhr	common.is?1.0...	354 B	5.17 s			
GetPopupNotice?type=Home...	200	xhr	common.is?1.0...	357 B	4.33 s			
favicon.ico	200	x-icon	Other	4.5 KB	11.20 s			
GetRouteList?_=1514355337...	200	xhr	common.is?1.0...	2.6 KB	10.45 s			


18 requests | 444 KB transferred | Finish: 4.7 min | DOMContentLoaded: 3.5 min | Load: 4.5 min

18 requests | 444 KB transferred | Finish: 4.7 min | DOMContentLoaded: 3.5 min | Load: 4.5 min

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Depart Date

Return Date

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Sihanouk ville – Phnom Penh

Sihanouk ville – Phnom Penh

The daily flight time is still
please refer to the specific

Notice:

News

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台北套票

More

Network

Filter

XHR JS CSS Img Media Font Doc WS Mar

Name	St	Pr	Ty	Si	Waterfall
G...	20	htt	pn	10	
G...	20	htt	jpe	88	
G...	20	htt	jpe	85	
G...	20	htt	jpe	83	
G...	20	htt	jpe	80	
G...	20	htt	jpe	72	
G...	20	htt	jpe	65	
G...	20	htt	jpe	61	
c...	20	htt	sci	59	
G...	20	htt	jpe	58	
G...	20	htt	jpe	49	
G...	20	htt	jpe	45	
m...	20	htt	sty	40	
m...	20	htt	sci	85	
c...	20	htt	sty	66	
in...	20	htt	sci	60	
p...	20	htt	pn	15	
2...	20	htt	sci	5.9	

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 http s://xhr.spec.whatwg.org/.

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OMG!

每套 \$450

9MB? 8 Hero Images? \$^#&*\$?

台北 金边
套 \$450 起 票
每套含 / 三次往返 / 一年内有效
● \$450 每套包含燃油费及机场税费。

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XHR JS CSS Img Media Font Doc WS Mar

Name	St	Pr	Ty	Si	Waterfall
G...	20	htt	pn	10	
G...	20	htt	jpe	88	
G...	20	htt	jpe	85	
G...	20	htt	jpe	83	
G...	20	htt	jpe	80	
G...	20	htt	jpe	72	
G...	20	htt	jpe	65	
G...	20	htt	jpe	61	
c...	20	htt	sci	59	
G...	20	htt	jpe	58	
G...	20	htt	jpe	49	
G...	20	htt	jpe	45	
m...	20	htt	sty	40	
m...	20	htt	sci	85	
c...	20	htt	sty	66	
in...	20	htt	sci	60	
p...	20	htt	pn	15	
2...	20	htt	sci	5.9	

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

ConsoleNetwork 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 http s://xhr.spec.whatwg.org/.





Uploading

Close



Retake

Use



Analyzing

Close



Retake

Use



Got better things to do?
We'll keep working in the meantime

Close



Use

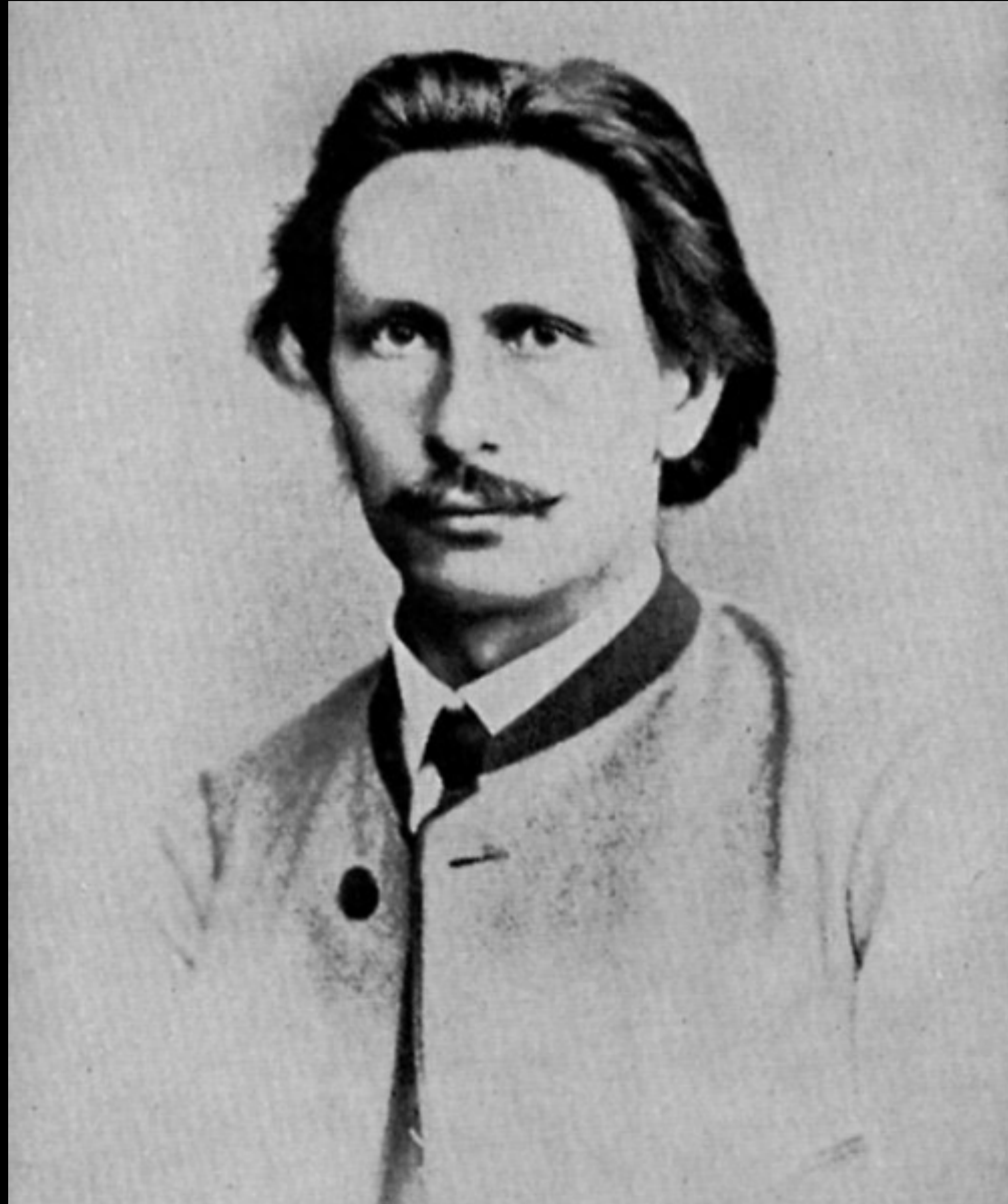
Respect your users.

Happy users will be much **more likely to forgive.**

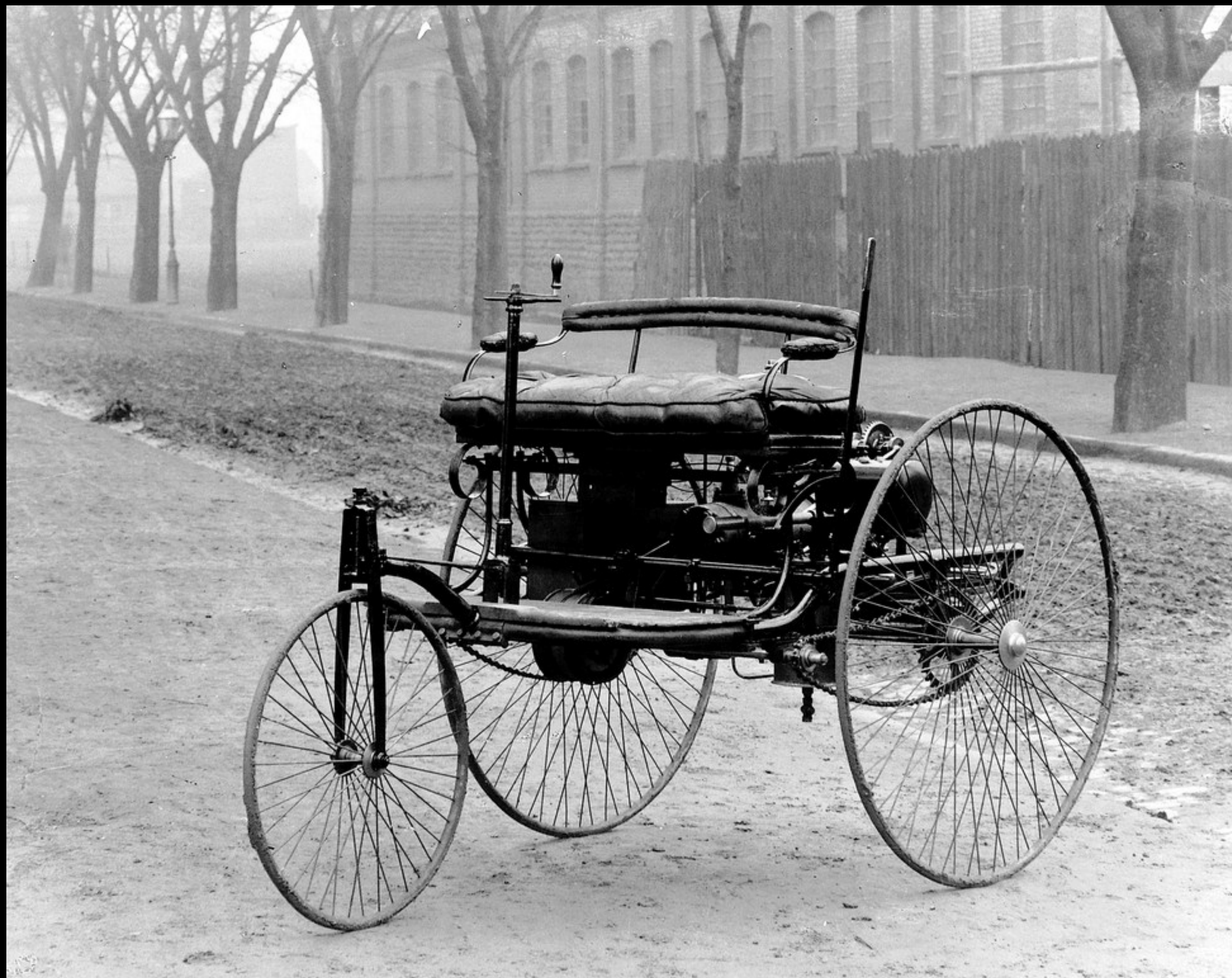
Rethinking the Approach

**The Internet is still young and we are
experimenting.**





1885



1910





1885



1910



1885



1910



1950



1885



1910



1950



1970



1885



1910



1950



1970



2015



1885



1910



1950



1970



2015



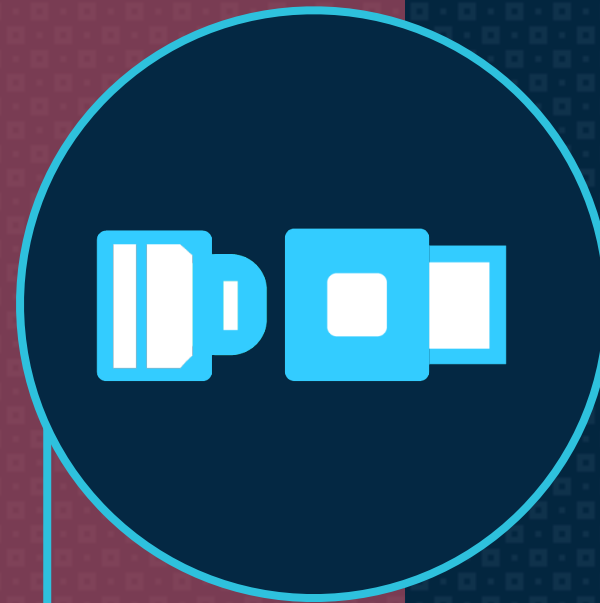
2018



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**.

It's time to shift **focus on people**.

Fundamentals

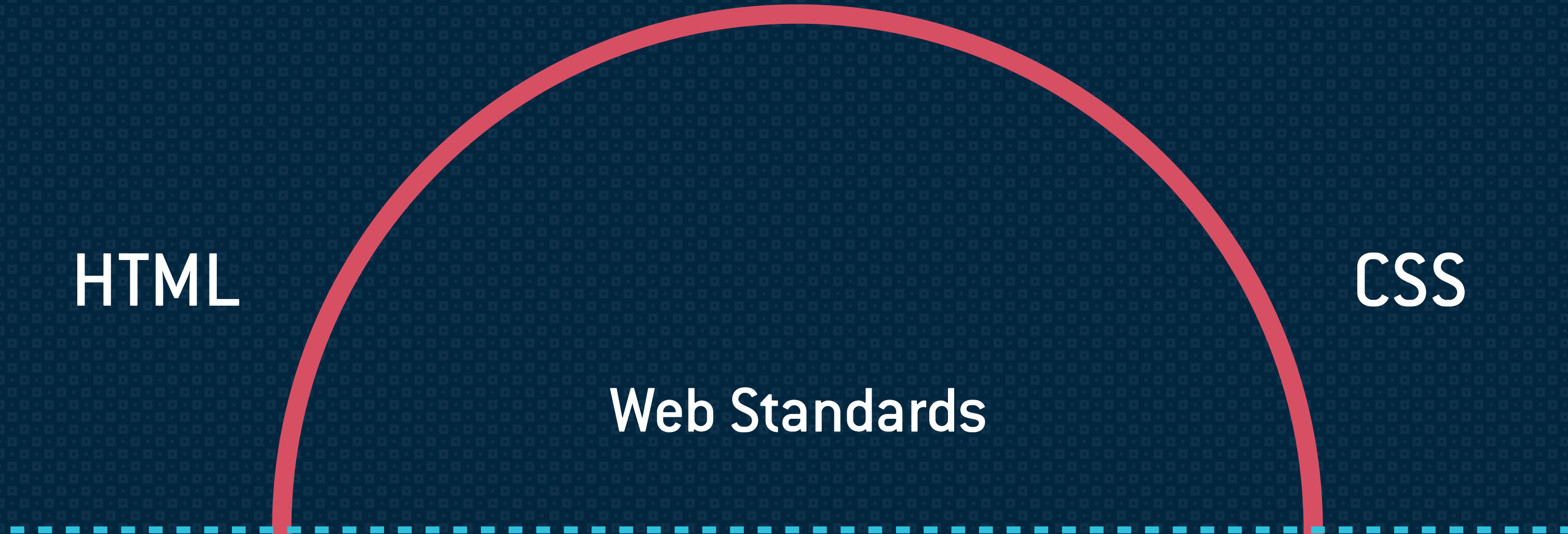
for a Future Web

JavaScript

HTML

CSS

Web Standards



JavaScript

HTML

CSS

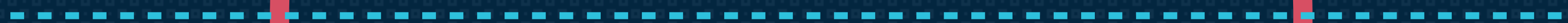
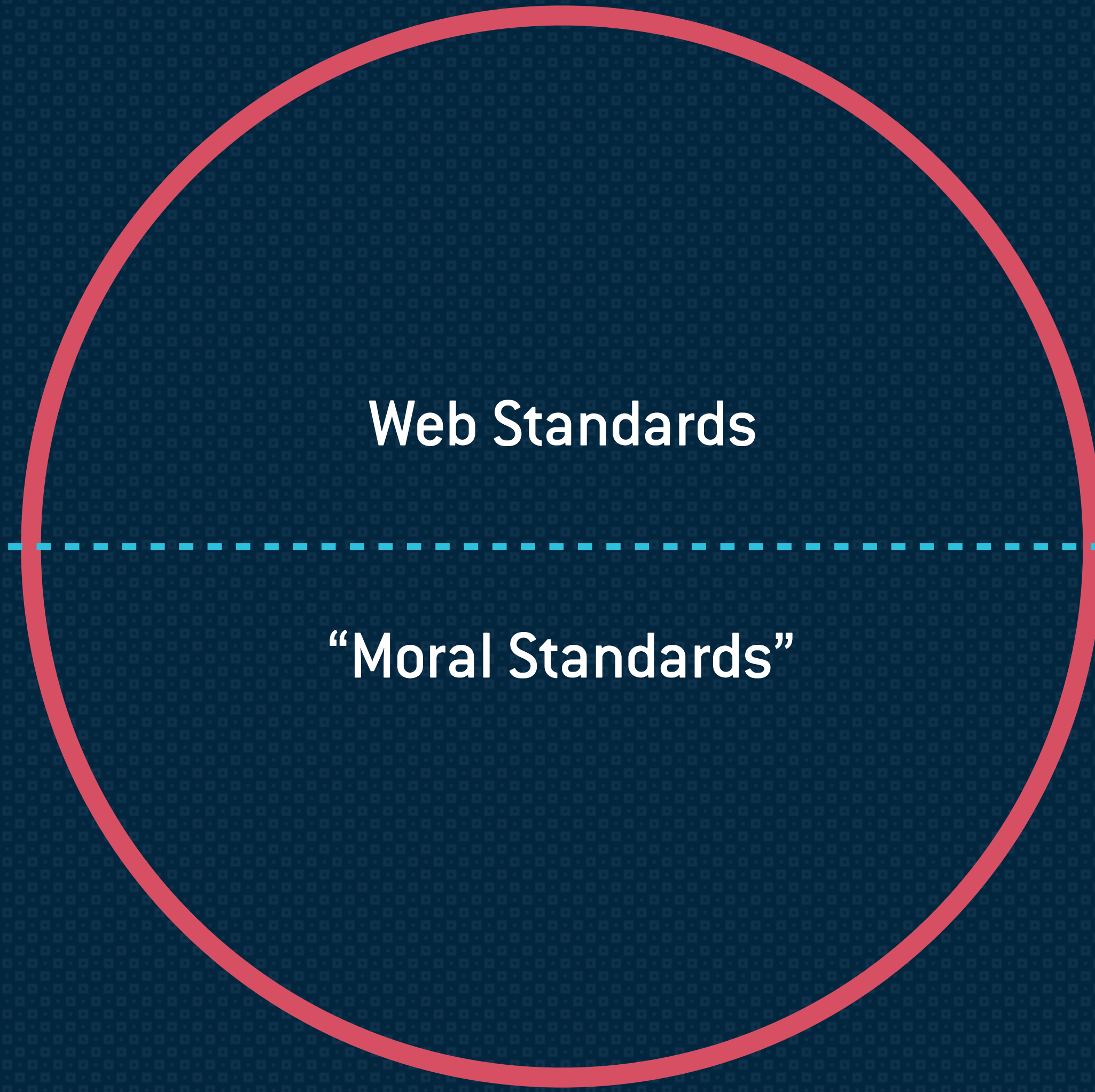
Web Standards

“Moral Standards”

Privacy

Security

Responsibility



JavaScript

HTML

CSS

Web Fundamentals

Privacy

Security

Responsibility



Too much work!



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

—Nobody, ever



How would you like to be treated?

What are you willing to give?

Accessibility

Inclusivity

Responsibility

Data Tracking Privacy

Data
Tracking
Privacy
→ Web Performance


←

→

↻

Secure | haveibeenpwned.com

☆ ⓘ | 👤 📶

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';--have i been pwned?

Check if you have an account that has been compromised in a data breach



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](#)



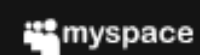
593,427,119 [Exploit.In accounts](#)



457,962,538 [Anti Public Combo List accounts](#)



393,430,309 [River City Media Spam List accounts](#)



359,420,698 [MySpace accounts](#)



224,242,222 [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.