

Ethical Heuristics for Design

Ethics is an important aspect of design problem-solving. This tool gives designer teams a framework that helps integrate the ethical dimension into the design decision-making process. Please adapt and share with your colleagues, work partners and clients as you need.

Autonomy

How are you building people's capability to understand and reflect on their situation and make informed decisions and act independently?

Equity

How are you encouraging social fairness? How are you ensuring that people of different backgrounds and needs have opportunity for success?

Growth

How are you helping people become better versions of themselves? Encouraging learning & engagement with the world?

Values

How are you taking into account the perspectives, beliefs and needs of people from different backgrounds?

Wellbeing

How are you improving people's physical and emotional wellbeing? Building strength & resilience? Avoiding destructive behaviours & addiction?

Respect

How are you treating people with respect? How is the design solution honest, humane, trustworthy and transparent?

Connection

How are you strengthening & deepening interpersonal relationships? Encouraging meaningful communication and interaction?

Sustainability

How are you helping people understand the effect of their actions and choices on the environment & encouraging choices that are less damaging?