**8 PRINCIPLES FOR ETHICAL TECH DESIGN**

**\*** There are 8 principles:

+ Ought before can: The fact that we can do something does not mean that we should. Like with our innovation, we could do a website that include the management of diverse aspects such as students’ study record, learn Kaurna language or environment. However, it’s ineffective to manage all that information, and also quite redundant. As the result, we decided just focus on remaining Aboriginal language – Kaurna instead.

+ Non-instrumentalism: Never design technology in which people are merely a part of the machine.

+ Self-determination: Maximize the freedom of those affected by your design.

+ Responsibility: Anticipate and design for all possible uses. Within our innovation, we use reliable resources for the most accurate information which is required for users to use as this is the app that provide Aboriginal history and Kaurna’s alphabet (playing a role as a flashcard learning language app or a dictionary)

+ Net benefit: Maximize good, minimize bad. Our innovation enables users, in a wide range of age, from internal students in school to whoever is interested in learning about Kaurna, to have an overview about Kaurna’s alphabet as well as words’ meanings, its history and several sentences as examples in order to know more about the word’s content and how to use it properly.

+ Fairness: Treat like cases in a like manner, different cases differently.

+ Accessibility: Design to include the most vulnerable user. As we tend to aim at variety types of clients and some of them have never learnt Kaurna language or even never used learning languages app before, we need to design the friendliest environment for them and enable them to access more easily.

+ Purpose: Design with honesty, clarify and fitness of purpose, as same as the Responsible principle

**An Truong TUTORIAL 11**

**Developing your career**

1. **Why is career planning important?**

**Because:**

* **Without career planning:**
* **Lose track of what you are doing and what to do next**
* **No aim or any motivations to move forward**
* **Miss various potential opportunities**
* **Having career planning enable you to:**
* **Succeed in your chosen pathway**
* **Raise awareness of self-assessments**
* **Understand how to make decisions and how these decisions can impact on your future aspirations**
* **Develop your career management skills, knowledge and future employability so that you are well prepared to face the challenges of a changing world**
* **Keep pace with peers**

1. **How will career planning benefit you?**

**Having career planning enable you to:**

* **Succeed in your chosen pathway**
* **Raise awareness of self-assessments**
* **Understand how to make decisions and how these decisions can impact on your future aspirations**
* **Develop your career management skills, knowledge and future employability so that you are well prepared to face the challenges of a changing world**
* **Keep pace with peers**

1. **In this course, which employability skills have you been developing?**

**There are 4 employability skills that I think I might have been developing during this course named as Communication, Teamwork, Leadership and Emotional Intelligence, which are needed to be improved and playing important roles not only in career path but also in social life.**

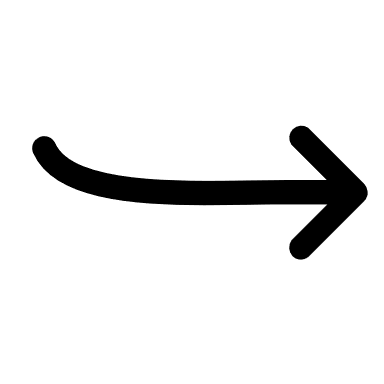
**An Truong TUTORIAL 10**

**DESIGN THINKING: TEST**

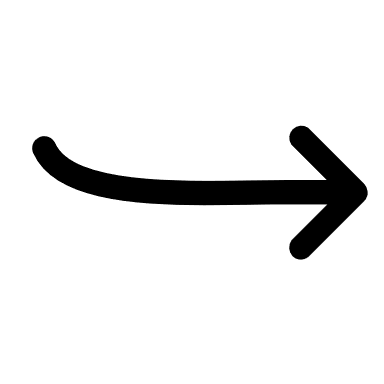
1. **How does the Uber Eats method compare to design thinking as you've been learning it this course?**

**Designers on the UberEATS team love, logistical challenges, and the demands of a fast-growth startup. We take pride in our, and make complex services run smoothly. Our designs reach many different types of people with very different needs, but the same approach guides our mission to make eating well effortless at any time, for anyone.**

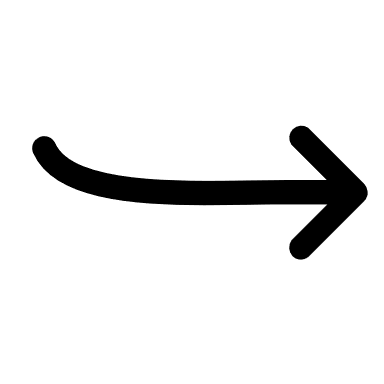
* **Similarities:**
* **Navigate and exprience the diversity of Food culture, understand all different markets and how products fit into the physical conditions of each city**

**Understand client’s context**

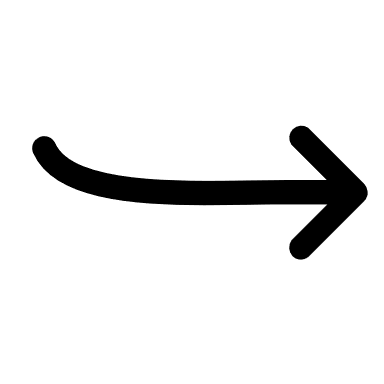
* **ability to move quickly, build empathy with our customers**

**Empathise**

* **Fireside chats- give the opportunity to hear from customers directly**

**Define**

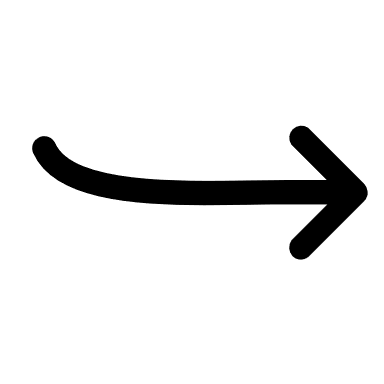
* **Field trips- to food innovators show how other companies are shaping the future of food**

**Prototype**

* **Order shadowing- observe designs in use**

**A/B testing- simultaneously test multiple versions of a feature and quickly determine which performs the best**

**Operations team experiments- test concepts and designs in a single city to quickly gauge their opportunity**

**Test**

* **Differences:**
* **Innovation workshops- stimulate novel solutions to the problems and opportunities**
* **Conferences, meetups, and talks related to the future of food keep us informed about the latest trends**
* **Field trips to food innovators show us how other companies are shaping the future of food**

1. **On a scale of 1-10 (where 1 is not important and 10 is very important) how important is testing in the Uber Eats approach? 8**

* **In your opinion, which is the most significant and why?**

## *Myth 14: We Must Do What Users Tell Us to Do*

## It’s assumed that during usability testing, users tell you what you need to change in the design. They assume that you have to do what the users’ feedback and test results tell you to do. That might leads to various conclusions like misleading or misunderstanding between clients and team’s plan as they worried that testing would take away their control over design decisions.

* **In your opinion, which is the least significant and why?**

***Myth 1: Usability Testing Is So Easy That Anyone Can Do It***

**It does not matter whether usability testing is easy or not, testing is necessary to be done.**

**An Truong TUTORIAL 8**

**DESIGN THINKING:**

1. **Which myth did you find most interesting and why?**

***Myth 7: “I can't prototype interactivity.”***

**This is the myth that I found most interesting as others well-known prototypes, digitals ones, are accessible via technology or diverse types of software. On the other hand, paper prototypes is using papers and pen instead to express the information. As using paper restrict your flexibility and considered to unable to prototype interactivity.**

1. **Which part of paper prototyping are you skeptical about, if any?**

***Myth 6: “It looks unprofessional.”***

**It’s just like others prototypes, paper prototypes is one of the effective tools that enable you to refine and validate your designs so your brand can release the right products. To some extent, this myth is somewhat true. Basically, it’s common to see the digital prototypes, which is convenient and**

1. **List four elements of sketching and paper prototyping that will enhance your design thinking project.**

* **User flows**
* **Rapid sketches**
* **Wireframes**
* **Detailed Sketches**

1. **Write a short strategy for ensuring the items on your list translate into action.**

* **Key user interactions**
* **Purposeful use of color**
* **Explore elevation and shadows**

**An Truong TUTORIAL 7**

**DESIGN THINKING: IDEATE**

1. **List the approaches according to applicability to your project.**

* **Brainstorming and Brainwriting**
* **SWOT analysis**
* **Five Ws**
* **TRIZ (theory which are derived from tools such as ARIZ or TRIZ contradiction matrix)**
* **Creative Problem Solving Process (CPS) (complex strategy, also known as Osborn-Parnes-process)**
* **Six Thinking Hats, of Edward de Bono**
* **Thought experiment**
* **Think outside the box**

**2. For the first and last approaches on your list**

**a. Why is the first approach in first place?**

**The step that is needed to be approached first has to be the foundation stage of the whole process. As *Brainstorming and Brainwriting* basically is the process for generating creative ideas and solutions through intensive and freewheeling group discussion, which is considered to be done in order to have an overview about what to do, planning and doing the following step.**

**b. Why is the last approach in last place?**

**The last approach should be *Think outside the box* because this is the step required you to be creative and having various view about the problems, which are more than what you think of previously based on common format, instead, it tend to dive in the problems, observe and understand it from different perspectives and occasions.**

**An Truong TUTORIAL 8**

**DESIGN THINKING: IDEATE**

**An Ngoc Truong**

**Tutorial 5**

**Design Thinking: Definition**

1. ***What is the digital divide?***

**The digital divide is the gap that exists between individuals who have access to modern information and communication technology and those who lack access.**

1. ***Is there a connection between the digital divide and the first-year uni experience data you collected during the empathy topic?***

***If there is a connection, describe it.***

**Yes, there is. It is compelled to address the lack of empathy regarding several issues, which also includes ethical ones, in the digital divide. Specifically, opportunities to use technology in meaningful ways are limited for individuals in underserved and marginalized communities. So, people, especially policymakers, must have cognitive empathy to place themselves in other’s shoes to value objectively and understand their difficulties. While the information is easily accessed, a board approach must be taken to bridge the digital divide. The purpose of this is to ensure that people know that information is available and also give them needed skills to undertake the “search and acquire” progress.**

1. ***Why is it so important to define a clear problem when engaged in design thinking?***

**In design thinking, having a clear definition of the problem will guide you and your team’s work, kick start the ideation process in the right direction. It will bring about clarity and focus to the design space. On the contrary, if you don’t pay enough attention to defining your problem, you will work like a person stumbling in the dark.**

**An Ngoc Truong**

**Design Thinking: Understanding your Client's Context**

1. **What did Kirsten say about Tim Brown in the second lecture and what did he say about Design Thinking in the quote she used in that lecture?**
   * **In the second lecture, Kirsten said that Tim Brown was one of the man who quite term the definition of Design Thinking, he did lots of foundations in the field.**
   * **Tim Brown said: ‘Design Thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.’**
2. **What does he say about the importance of understanding context in his TED talks?**
   * **Understanding context is important, especially in the relationship between the company and clients, which enhances our ability in understanding the customer, their needs and why they behave a certain way in connection with your company.**
   * **The first of those is that design is human-centered, which means that no matter it may integrate technology or economics, it always starts with what humans need, or might need.**
   * **As the result, understanding culture and context of clients are needed to be done before we even know where to start or to have ideas that are mainly based on knowing customer’s needs and thereby gain their loyalty and profitability and prevent ambiguity while serving them.**
3. **Do you think an understanding of the client's context is relevant to design? Why or why not?**
   * **Yes, there is a strong bond between design and client’s context.**
   * **As design without any awareness of client’s information, their background and culture is one of the reasons which cause the failure in agreement between company and clients, design is a process that requires and depends on knowing client, understanding and satisfying their needs.**

**An Ngoc Truong**

**Design Thinking: empathy**

1. **Why should an innovator care about the experiences of people in other walks of life?**

**Because observing the experiences of people helps innovators comes up with new ideas, renews or alters the ways something has been done. It’s also the way to help them understand others better and improve their ideas to meet other’s demand and needs.**

1. **What is the difference between affective and cognitive empathy?**

**Affective empathy is the ability to share the emotions of others, which means feeling the same emotions with others, while cognitive empathy, on the other hand, is the ability to understand the emotions of others.**

1. **Which type of empathy do you think will be most useful during the design thinking process?**

**In Design Thinking, empathy is, as explained in IDEO’s Human-Centred Design Toolkit, a “deep understanding of the problems and realities of the people you are designing for”, which learns about challenge, struggles that people are facing, their solutions as well as understanding of people's emotional and physical needs. As the result, emotional regulation, which refers to the ability to regulate one’s emotions, would be the most useful during the design thinking process that not only understand and share the feelings, but also control the emotions to handle the recent situation.**

1. **Why would the other type not be as useful?**

**The other types would not be as useful because both cognitive empathy and affective empathy are just focus on only one ability for each, such as only either sharing or understanding the emotions, without any process or solutions.**

1. **Do you think it is possible to learn to be empathetic?**

**Empathy is some kinds of human natural abilities, however, it doesn’t mean it’s unable to learn that, to some extent, to improve significantly.**