

Value Sensitive Design: Guiding Questions

Identifying stakeholders and context of use

1. What/who are the direct and indirect stakeholders of this product?
 - a. Stakeholders: A stakeholder of a product is an entity that can either affect or be affected by the product. Stakeholders may include individual persons, groups, institutions, or even animals and ecosystems.
 - b. Direct stakeholders: Users (who directly interact with the product).
 - c. Indirect stakeholders: Non-users who have a stake in the product. For instance, government agencies that regulate a type of product could be indirect stakeholders.
2. What are the social, cultural, economic and environmental contexts where the design will be used?
 - a. How will the design interact with social expectations and norms in the relationships or communities where it will be used?
 - b. What cultural values, beliefs or practices might influence or be influenced by the design?
 - c. How will the design affect or be affected by relevant economic conditions, such as component cost, income level and prices of competing products?
 - d. What environmental factors, such as recycling and energy efficiency, need to be considered in the design process?

Identifying and analyzing values:

1. What values are held by the stakeholders identified?
 - a. Values are what are considered important or beneficial by individuals or groups.
 - b. Certain values, such as privacy and safety, can be abstract and need to be translated into more concrete and specific needs in a context, for instance: providing users with greater control over the collection of their personal data; ensuring the product is free from sharp edges, toxic material, or other physical hazards.
2. Are there any conflicting values among the stakeholders? How can these conflicts be addressed?
 - a. When two values conflict with each other, it would be difficult (or even impossible) to optimize them simultaneously within a design.
 - b. It might be necessary to determine which stakeholder to prioritize, how to balance different values, and identify any “red lines” that should not be crossed.

Developing initial design concepts:

1. What initial design concepts can you develop, taking into consideration the identified stakeholders and their values?
2. What are some potential scenarios for the design’s use, and how might it affect different stakeholder’s value in these situations?