

# The Untold Benefits of Ethical Design

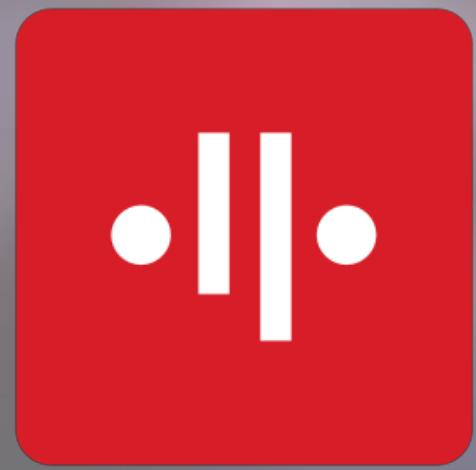




# Holger Bartel

Designer/Developer  
Hong Kong

[h@foobartel.com](mailto:h@foobartel.com)  
Twitter: [@foobartel](https://twitter.com/foobartel)



collab

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 ethicsChristian 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.



2 FEET

DEPTHS

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



ion

Sport

Culture

Lifestyle

More ▾

ion Media Society Law Scotland Wales Northern Ireland

## GCHQ data collection regime violated human rights, court rules

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



rs

228

### most viewed



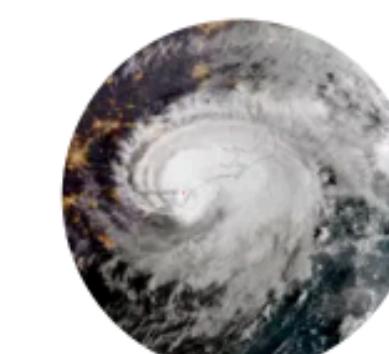
**Live** Tottenham Hotspur v Liverpool: Premier League live!



Comedian Mark Lamarr charged with assault and imprisonment



Springboks hold on to inflict shock home defeat on the Blacks



This is how the world ends: will we soon see category 5 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.

Cancel subscription

# Here's how to cancel your subscription.

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

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

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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 

**53% OFF TODAY**

 Nightly rates as low as **HKD 2,211**  
 Compare prices  
Price includes **Free Breakfast**

Luxury

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

Excellent location

[OPTIONS](#) Free cancellation

30 travelers are considering this place to stay  
Last booked 15 hours ago

Excellent 8.3  
784 reviews

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.

[See our last available rooms >](#)

Very good 8.5  
684 reviews

Price for 2 nights  
**€ 90**  
**FREE cancellation**

Luxury

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

Excellent location

[OPTIONS](#) Free cancellation

30 travelers are considering this property right now  
Last booked 15 hours ago

[Great Value Today](#)

Excellent  
784 reviews 8.3

Pensiunea Panorama Business Inn ★★★★  
 [Like](#)

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** 8.5  
684 reviews

Price for 2 nights  
**€ 90**

**FREE cancellation**

2017 AYANA Resort and Spa, BALI  
 Newly renovated

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

Excellent location

[OFFERS](#) Breakfast

[OPTIONS](#) Free cancellation

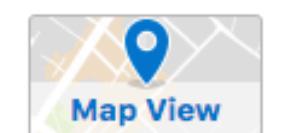
53 travelers are considering this property right now  
Last booked 9 hours ago

**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](#)



### 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 >](#)



### 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



### 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 >](#)

### YANA Resort and Spa, BALI

Promoted

[Jimbaran, Bali - View on map](#)

location

Breakfast

Free cancellation Pay later

Excellent  
2,625 reviews

8.9

46% OFF TODAY

Nightly rates as low as

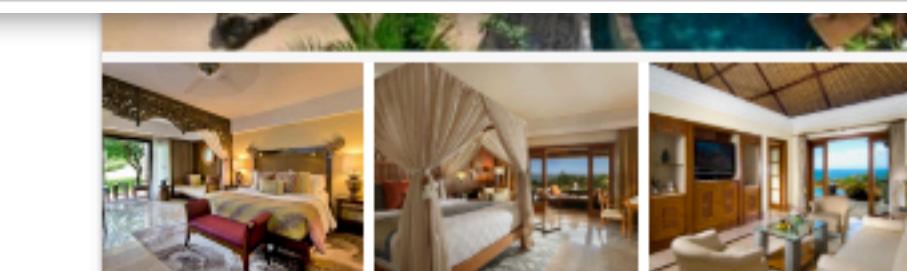
HKD 1,860

~~HKD 2,024~~

HKD 3,417

HKD 1,860

Compare prices

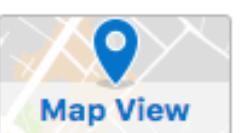


55 travelers are considering this property right now

Last booked 9 hours ago

## Fukuoka: 33 properties found

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



Our Top Picks

Distance from...

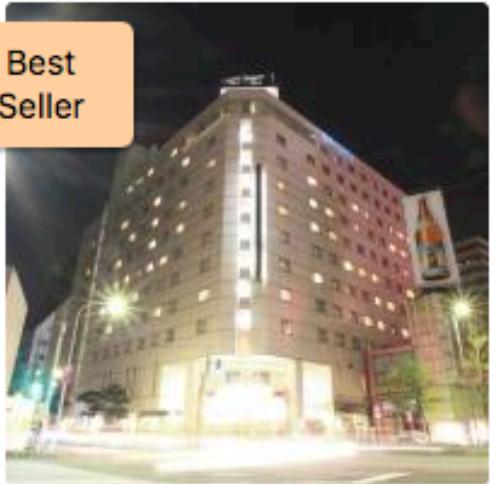
Lowest Price First

Review Score & Price

Stars

Review Score

Your results include some shared accommodations, such as dorm beds. [Show me private rooms only](#)



### 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

in map

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

Very good  
684 reviews  
8.5



### 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!

Good  
1,210 reviews  
7.8

Price for 2 Nights

HK\$ 1,275

Breakfast HK\$ 46.88

FREE cancellation

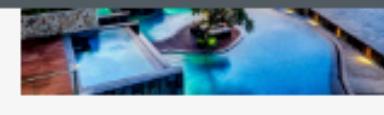
Select your room >

Bali Hotels X 10 Best Bali Hotels: HD Photos X Best Price on Anantara Uluwatu X

Secure | https://www.agoda.com/anantara-uluwatu-bali-resort/hotel/bali-id.html?checkin=2018-07-24&los=5&adults=2&rooms=1&cid=-1&searchrequestid=3faca674-1bbd-49b3-8874-aa209caf4b81&tabbed=true

Anantara Uluwatu Bali Resort SEARCH

24 Jul 2018 Tuesday 29 Jul 2018 Sunday 2 adults, 0 children 1 room



**Ocean View Suite**



[See photos and details](#)

**Your choices**

**Benefits**

- Free breakfast for 2
- Low rate (non-refundable)

**Discounts**

- Limited time offer. Rate includes 25% discount!

**Guest limit** **Price per night** **Rooms** **Most booked**

Guest limit	Price per night	Rooms	Most booked
2 kids 0-4 years stay FREE!	HKD 4,662 <b>SAVE 53% TODAY! HKD 2,211</b>	1	Lowest price available! <a href="#">BOOK NOW</a>
2 kids 0-4 years stay FREE!	HKD 4,662 <b>SAVE 39% TODAY! HKD 2,823</b>	0	Limited availability <a href="#">BOOK NOW</a> FREE cancellation Quick and secure booking!

Extra bed not included in room price  
Add extra bed(s) + HKD 0

Supplied by Booking.com

[Ask about this room](#)

**Ocean View Suite**



[See photos and details](#)

**Your choices**

**Benefits**

- Free breakfast for 2
- Free cancellation before June 24, 2018

**Guest limit** **Price per night** **Rooms** **Most booked**

Guest limit	Price per night	Rooms	Most booked
2 kids 0-4 years stay FREE!	HKD 2,328	0	<a href="#">BOOK NOW</a> FREE cancellation Quick and secure booking! <b>Our last room!</b>

Supplied by Select Rooms

[Ask about this room](#)

**Standard With View Suite**



[See photos and details](#)

**Your choices**

**Benefits**

- Free breakfast for 2
- Free cancellation before July 8, 2018

**Guest limit** **Price per night** **Rooms** **Most booked**

Guest limit	Price per night	Rooms	Most booked
2 kids 0-4 years stay FREE!	HKD 2,328	0	<a href="#">BOOK NOW</a> FREE cancellation Quick and secure booking! <b>Our last room!</b>

Supplied by Select Rooms

[Ask about this room](#)

**Garden View Suite with Pool**



[More deals from other websites](#) [Ask about this room](#)

Bali Hotels x 10 Best Bali Hotels: HD Photos x Best Price on Anantara Uluwatu x

Secure | https://www.agoda.com/anantara-uluwatu-bali-resort/hotel/bali-id.html?checkin=2018-07-24&los=5&adults=2&rooms=1&cid=-1&searchrequestid=3faca674-1bbd-49b3-8874-aa209caf4b81

Anantara Uluwatu Bali Resort Search 24 Jul 2018 Tuesday 29 Jul 2018 88 2 adults, 0 children 1 room

per night

Lowest booked

Ocean View Suite See photos Low rate (non-refundable)

Discounts

Limited time offer. Rate per night discount!

See photos

Parquet floor  
84 m²  
Non-smoking  
Shower  
Balcony/  
1 double bed  
Free Wi-Fi

24, 2018

SAVE 53% TODAY!  
HKD 4,662  
**HKD 2,211**

Extra bed not included  
room price

2 kids 0-4 years stay FREE!

SAVE 39% TO  
HKD 4,662  
**HKD 2,821**

Supplied by Booking.com

BOOK NOW

FREE cancellation  
Quick and secure booking!

Limited availability

Standard With View Suite See photos and details

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!

Supplied by Select

BOOK NOW

FREE cancellation

Quick and secure booking!

Our last room!

Garden View Suite with Pool

More deals from other websites

A woman with blonde hair and bangs is singing into a black microphone. She is wearing a brown turtleneck sweater. The background is dark with some blurred lights.

Stressed, anyone?

# User Experience

Accessibility

Inclusivity

Copy Writing

Impact

User Flows

Legibility

# User Experience

Performance

Security

Privacy

Respect

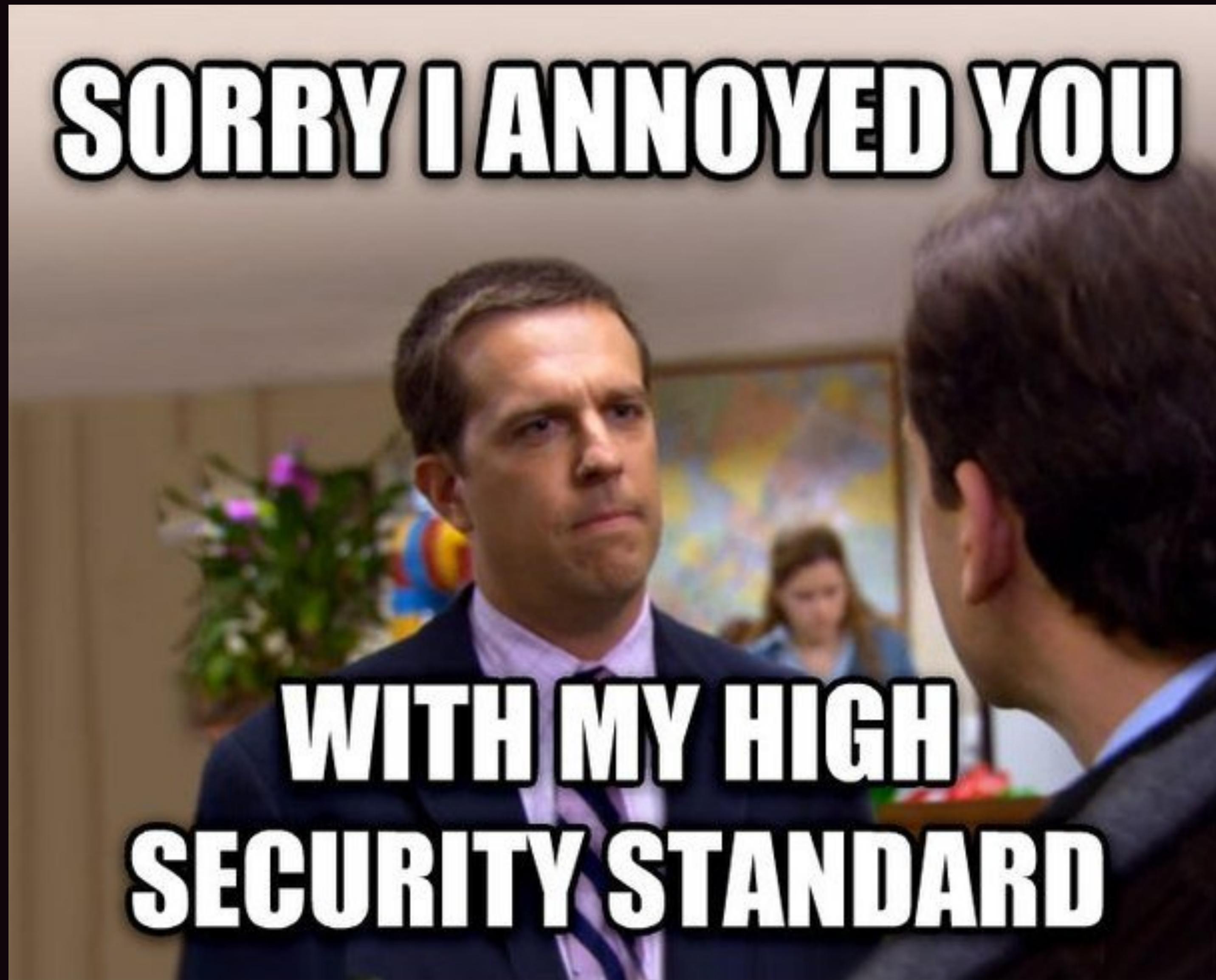
Responsibility

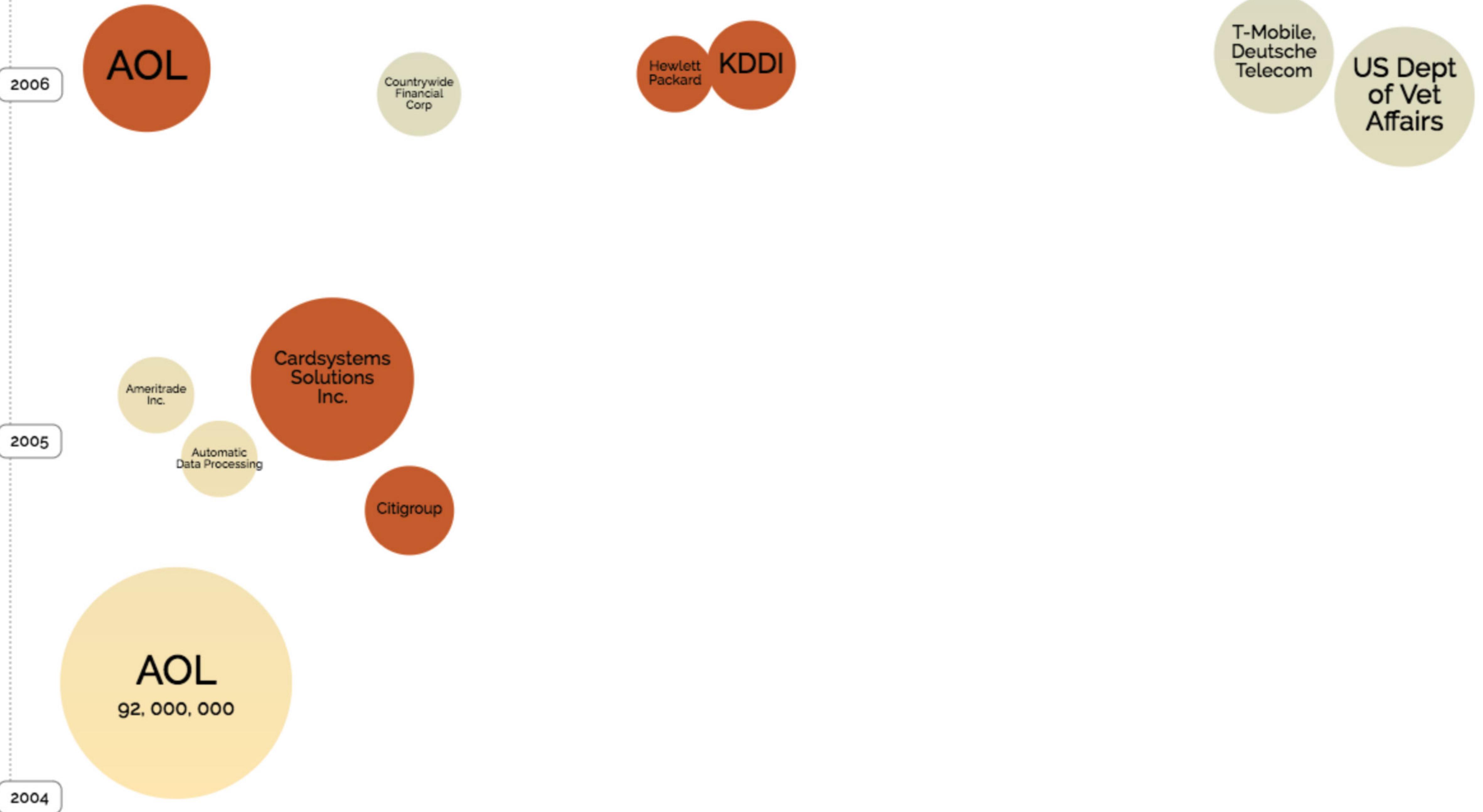
If you don't consider these essentials  
for your “great” user experience, that  
experience will only be “so great!” for  
**some of us.**

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**





Sou

2017

Bel  
Brazzers

CEX

Celebrite

Clinton  
campaign

DlxSense

DaFont

Hong Kong  
Registration  
& Electoral  
Office

Instagram

KM.rMBM Company

Malaysian  
medical  
practitioners  
ia.caNiv  
Orl  
PayQuest  
Diagnostic  
Tracking

TIO Networks

Three

Water

Wonga

AI.type

Dailymotion

Banner  
Health

Anthem

80,000,000

2016

Friend  
Finder  
Network

412,000,000

Equifax

143,000,000

Interpark

MyFitnessPal

150000000

Minecraft

MySpace

164,000,000

Spambot

711,000,000

Aadhaar

1000000000

2015

AshleyMadison.com

Mossack  
Fonseca

MSpy

Fling

40,000,000

Linux Ubuntu  
forumsRiver City  
Media

1,370,000,000

VK

100,544,934

SOU

Turkish  
citizenship  
database

World Check

Syrian  
governmentPhilippines'  
Commission  
on Elections

Mail.ru

Instagram

KM.rMBM Company

Malaysian  
medical  
practitioners  
ia.caNiv  
Orl  
PayQuest  
Diagnostic  
Tracking

TIO Networks

Three

Water

Wonga

gr

Red Cross

Blood Service

Swedish  
Transport  
Agency

Saks an

Lord &amp;

Taylor

Weeb.

43,000,000

Uber

57000000

Wendy's

*“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 Holger

[www.jcairlines.com/#/\\_k=4ub6ii](#)

Login/Register English

Service Phone: +855(0)23989707 Complaint Contact: +855(0)23989709  
Mailbox: helpdesk@jcairlines.com

- Home
- Book Ticket
  - Air Ticket Reservation
- Special Product
- Self Service
  - Ticket Verify
  - Flight Saturation
- Info Service
- Personal center

Book The Flight  
 One-Way  Round-Trip

From

To

Depart Date 2017-12-29

Return Date

Search

**Notice:**

**Special Product**

[More](#)

**Special Offers**

- About Us
- JC Airlines
- Customer Service
- AirLine General Condition

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

Network Tab

Name	Status	Type	Initiator	Size	Time	Waterfall
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.js?1.0....	4.7 KB	19.76 s	
nonce?=1514355067	200	xhr	common.js?1.0....	3.5 KB	2.67 s	
index.1.0.31.js	200	script	common.js?1.0....	17.2 KB	55.61 s	
GetForegroundMenu?MENU_...	200	xhr	common.js?1.0....	2.1 KB	1.37 s	
GetAirportList?_=1514355337...	200	xhr	common.js?1.0....	1.3 KB	2.68 s	
GetNoticeModels?FORCE_P...	200	xhr	common.js?1.0....	283 B	8.90 s	
GetHomePageSlideImage?Sh...	(pending)	xhr	common.js?1.0....	0 B	Pending	
GetHomePageSlideImage?Sh...	(pending)	xhr	common.js?1.0....	0 B	Pending	
GetSpecialTicketDatas?page...	200	xhr	common.js?1.0....	354 B	5.17 s	
GetPopupNotice?type=Home...	200	xhr	common.js?1.0....	357 B	4.33 s	
favicon.ico	200	x-icon	Other	4.5 KB	11.20 s	
GetRouteList?_=1514355337...	200	xhr	common.js?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

JC Airlines Holger

www.jcairlines.com/#/\_k=4ub6ii

Login/Register English

Service Phone: +855(0)23989707 Complaint Contact: +855(0)23989709  
Mailbox: helpdesk@jcairlines.com

- Home
- Book Ticket
  - Air Ticket Reservation
- Special Product
- Self Service
  - Ticket Verify
  - Flight Satuation
- Info Service
- Personal center

Book The Flight  
 One-Way  Round-Trip

From

To

Depart Date 2017-12-29

Return Date

Search

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**Special Product**

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**Special Offers**

- About Us
- JC Airlines
- Customer Service
- AirLine General Condition

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

Network

main.css?1.0.0.28513 (failed) stylesheet (index)

URL	Status	Type	Resource Type	Size	Time
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.js?1.0....	4.7 KB	19.76 s
nonce?_=1514355067	200	xhr	common.js?1.0....	3.5 KB	2.67 s
index.1.0.31.js	200	script	common.js?1.0....	17.2 KB	55.61 s
GetForegroundMenu?MENU_...	200	xhr	common.js?1.0....	2.1 KB	1.37 s
GetAirportList?_=1514355337...	200	xhr	common.js?1.0....	1.3 KB	2.68 s
GetNoticeModels?FORCE_P...	200	xhr	common.js?1.0....	283 B	8.90 s
GetHomePageSlideImage?Sh...	(pending)	xhr	common.js?1.0....	0 B	Pending
GetHomePageSlideImage?Sh...	(pending)	xhr	common.js?1.0....	0 B	Pending
GetSpecialTicketDatas?page...	200	xhr	common.js?1.0....	354 B	5.17 s
GetPopupNotice?type=Home...	200	xhr	common.js?1.0....	357 B	4.33 s
favicon.ico	200	x-icon	Other	4.5 KB	11.20 s
GetRouteList?_=1514355337...	200	xhr	common.js?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

JC Airlines

https://www.jcairlines.com/#/\_k=m5h3h9

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Home Book Ticket News Self Service Info Service Personal center

Book The Flight

One-Way Round-Trip

From To

Depart Date Return Date

2018-10-14

Search

August 29, 2018

金边 Phnom Penh Si

Sihanoukville – Phnom Penh  
Sihanoukville – Phnom Penh

The daily flight time is si  
please refer to the specific

Notice:

News

Flash Sale

買一送一

台北套票 金边

More

Network

Filter Hide data URLs

All XHR JS CSS Img Media Font Doc WS Mar

5000 ms 10000 ms 15000 ms

Name St Pr ... Ty ... Si ... Waterfall

G... 20 htt ... pn ... 10 ... G...

G... 20 htt ... jpe ... 88 ... G...

G... 20 htt ... jpe ... 85 ... G...

G... 20 htt ... jpe ... 83 ... G...

G... 20 htt ... jpe ... 80 ... G...

G... 20 htt ... jpe ... 72 ... G...

G... 20 htt ... jpe ... 65 ... G...

G... 20 htt ... jpe ... 61 ... G...

c... 20 htt ... sci ... 59 ... c...

G... 20 htt ... jpe ... 58 ... G...

G... 20 htt ... jpe ... 49 ... G...

G... 20 htt ... jpe ... 45 ... G...

m... 20 htt ... sty ... 40 ... m...

m... 20 htt ... sci ... 85 ... m...

c... 20 htt ... sty ... 66 ... c...

in... 20 htt ... sci ... 60 ... in...

p... 20 htt ... pn ... 15 ... p...

2.... 20 htt ... sci ... 5.8 ... 2....

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

Console Network conditions

top Filter De

[Deprecation] common.js?1.0.0.23495: Synchronous XMLHttpRequest on the main thread is deprecated because of its detrimental effects to the end user's experience. For more help, check <http://xhr.spec.whatwg.org/>.

JC Airlines

https://www.jcairlines.com/#/\_k=m5h3h9

Login | Register English Service Phone: +855(0)23989707 Complaint Contact: +855(0)23989709 Mailbox: complaint-suggestion@jcairlines.com JC Airlines APP

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JC (CAMBODIA) INTERNATIONAL AIRLINES Co., Ltd.

Book The Flight

One-Way Round-Trip

From To

Depart Date Return Date

2018-10-14

Search

OMG!

每套 \$450

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

台北 金边 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。

Notice:

News

Flash Sale

買一送一

More

Network

Filter All XHR JS CSS Img Media Font Doc WS Map

5000 ms 10000 ms 15000 ms

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 ... 5.8 ...

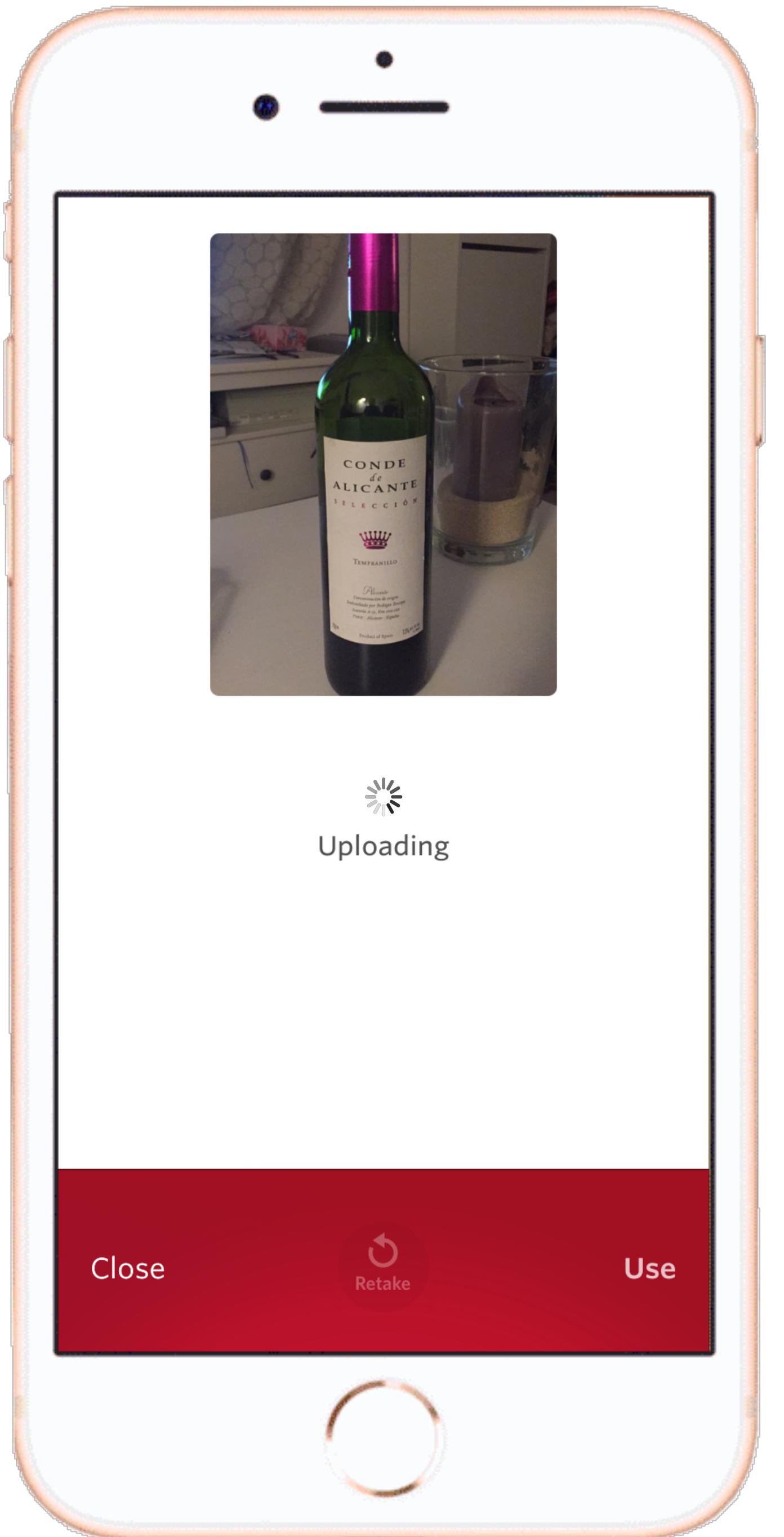
37 requests | 9.0 MB transferred | Finish: 12.15 s | DO...

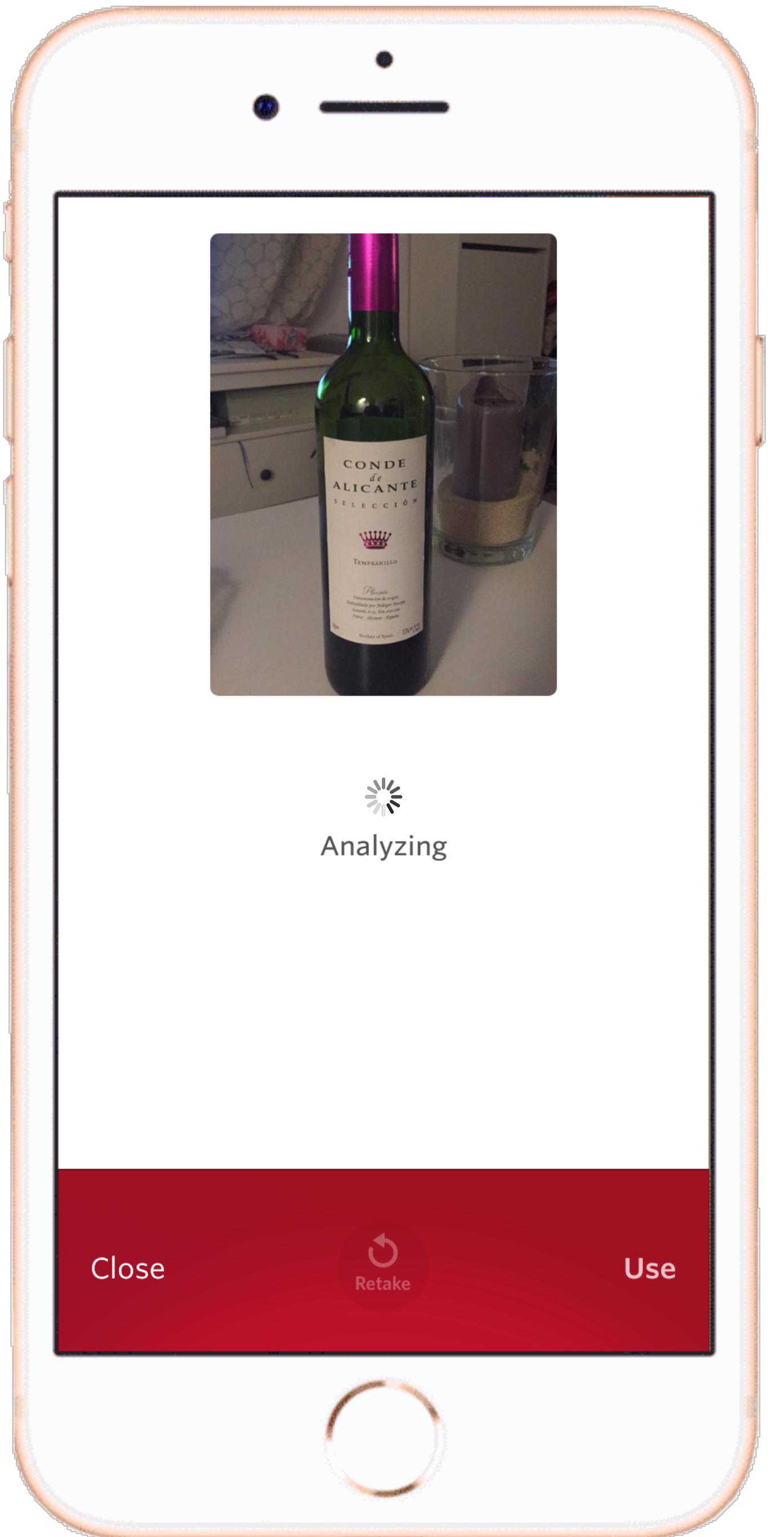
Console Network conditions

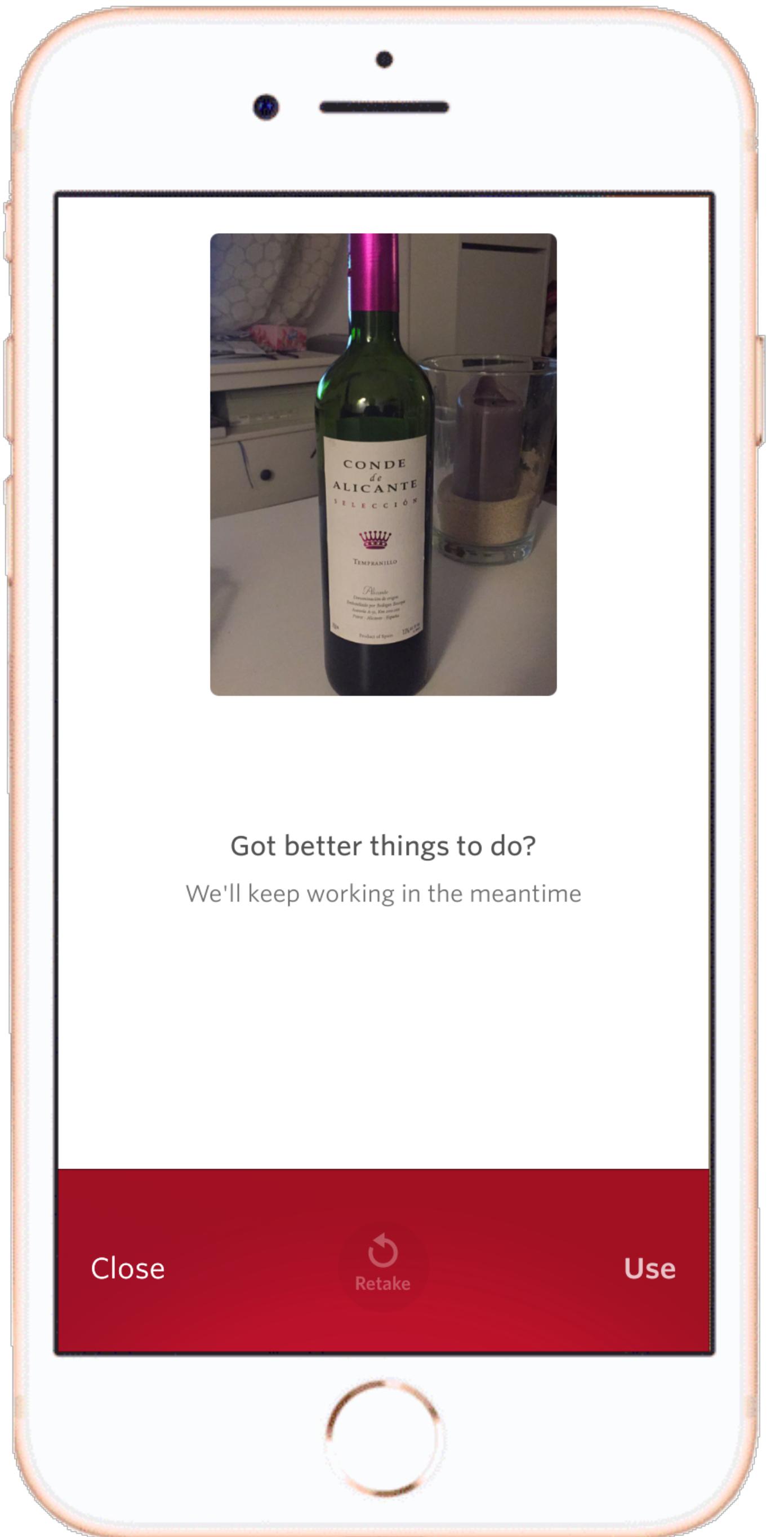
top Filter De

[Deprecation] common.js?1.0.0.23495:1 Synchronous XMLHttpRequest on the main thread is deprecated because of its detrimental effects to the end user's experience. For more help, check <http://xhr.spec.whatwg.org/>.









# Respect your users.

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

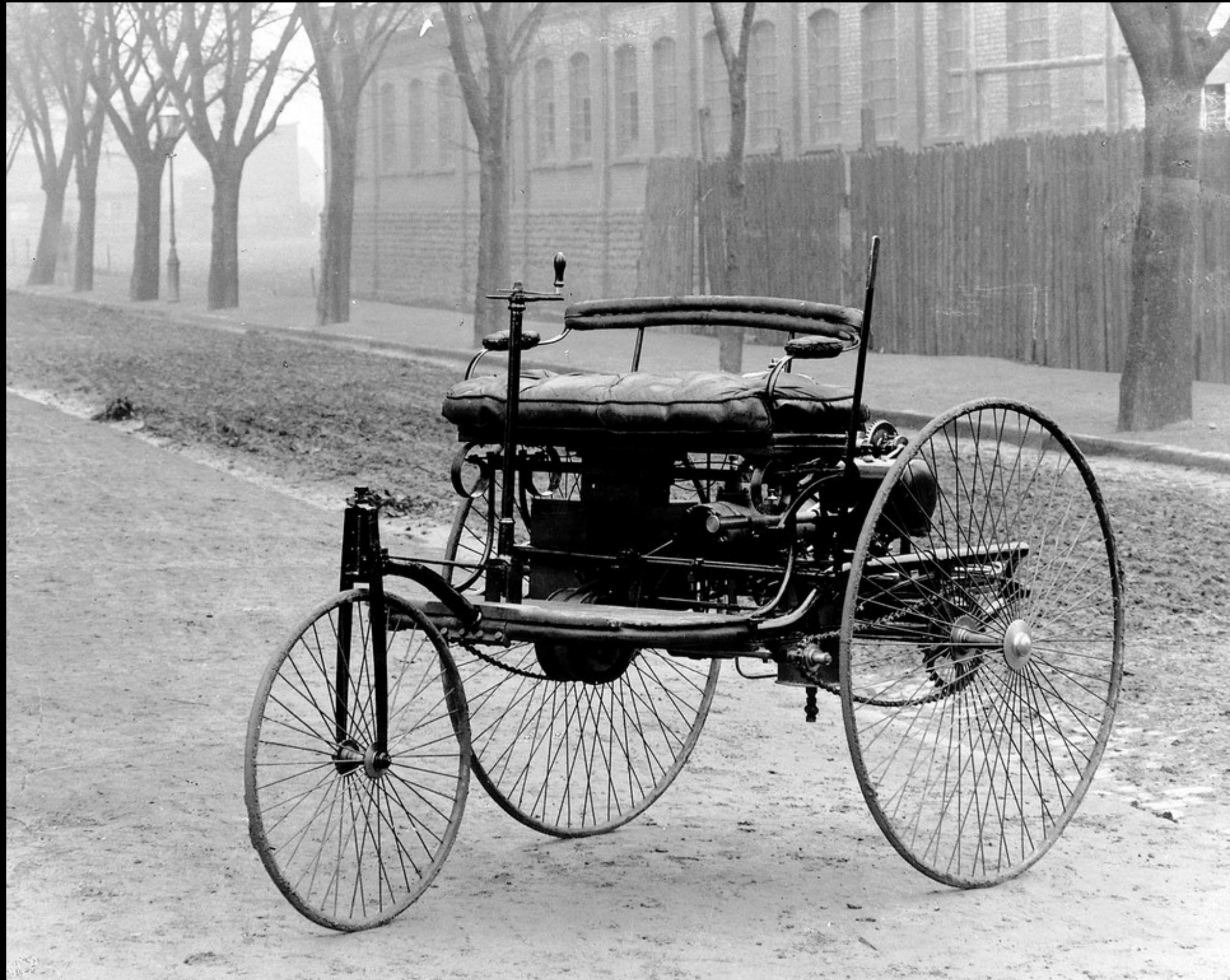
Rethinking the  
Approach

The Internet is still young and we are  
experimenting.





# 1885



# 1910

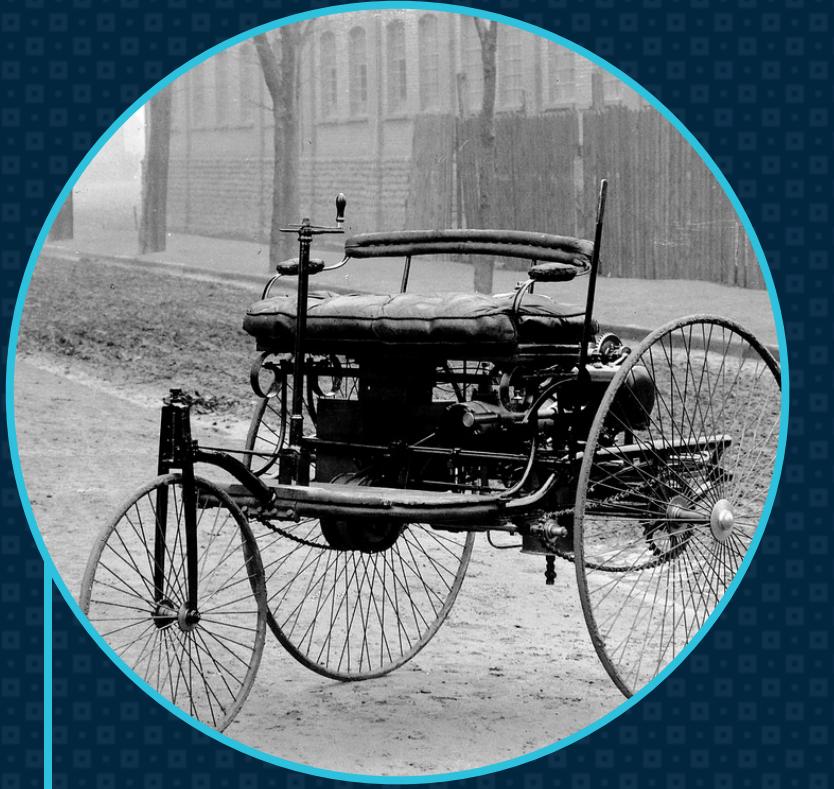




1885



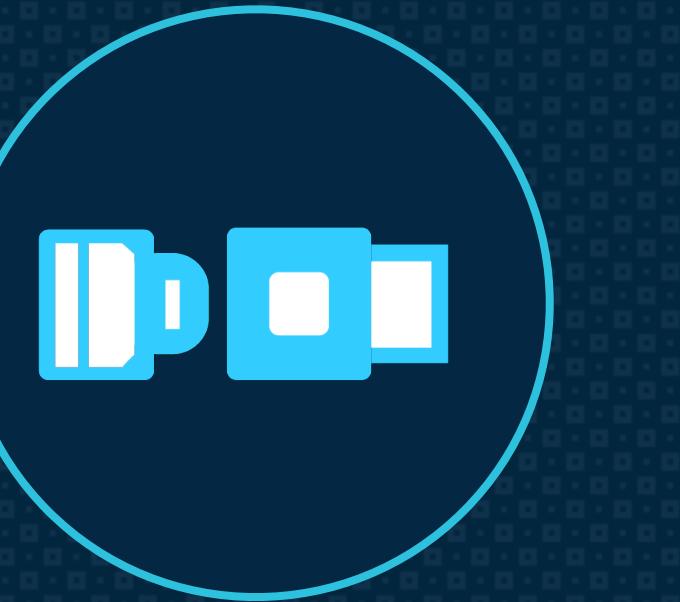
1910



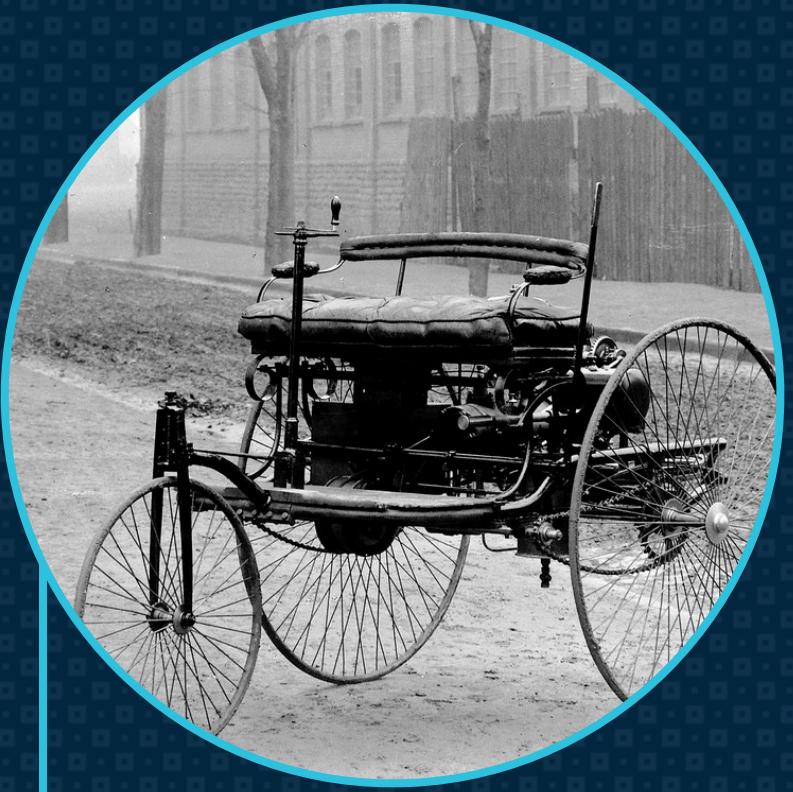
1885



1910



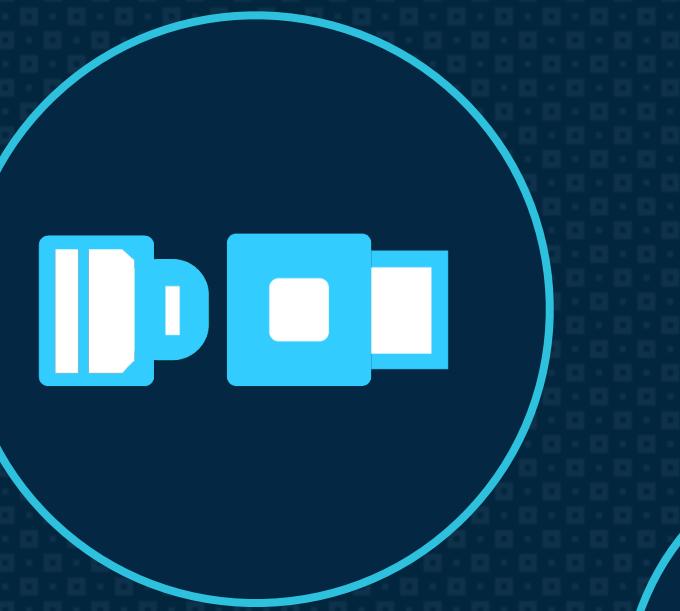
1950



1885



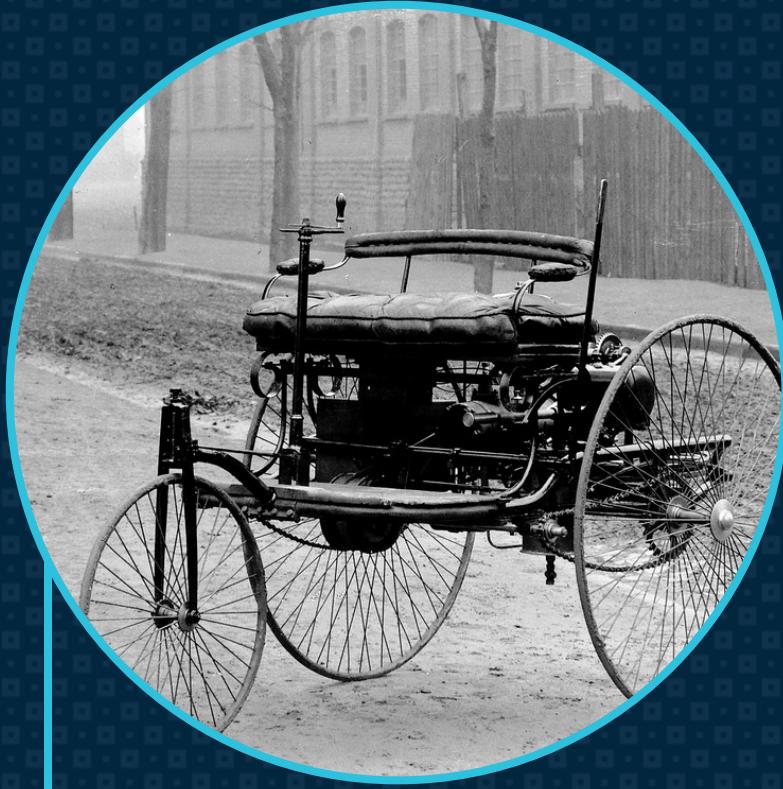
1910



1950



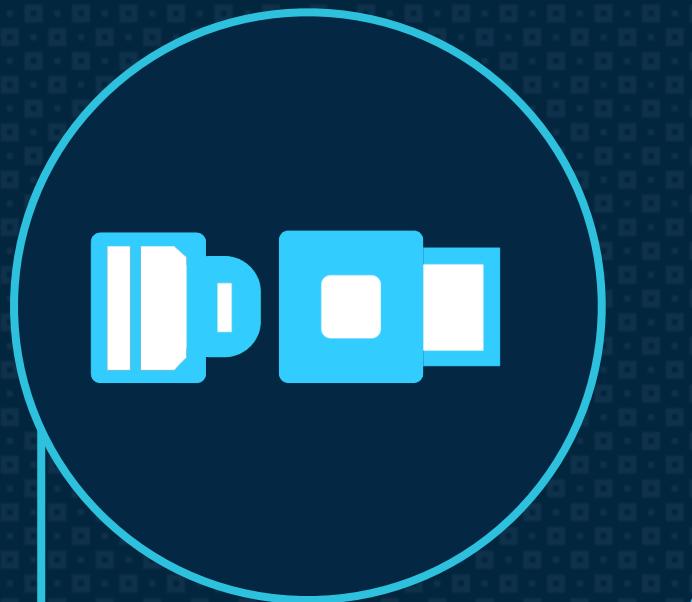
1970



1885



1910



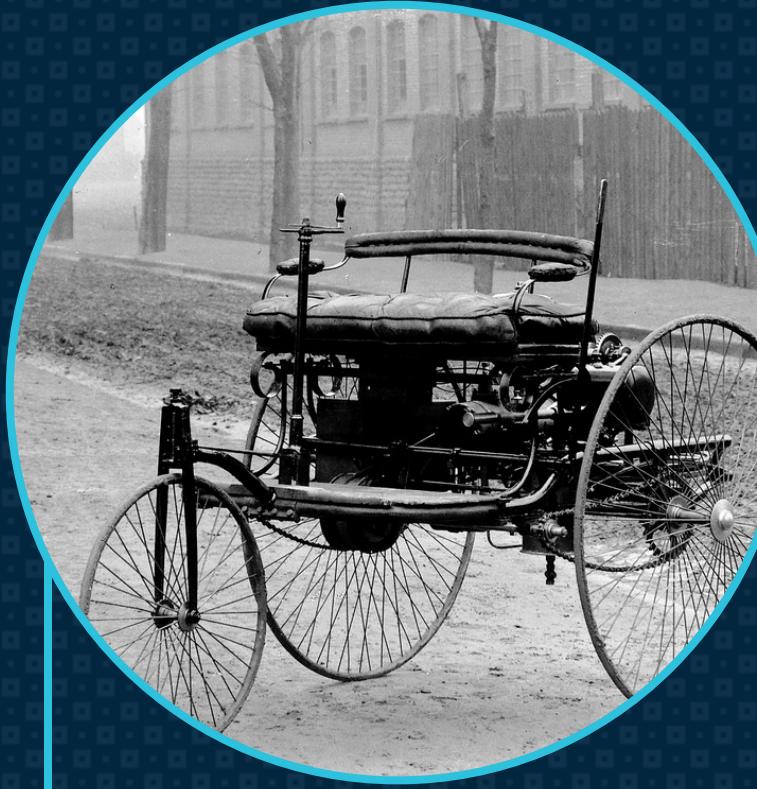
1950



1970



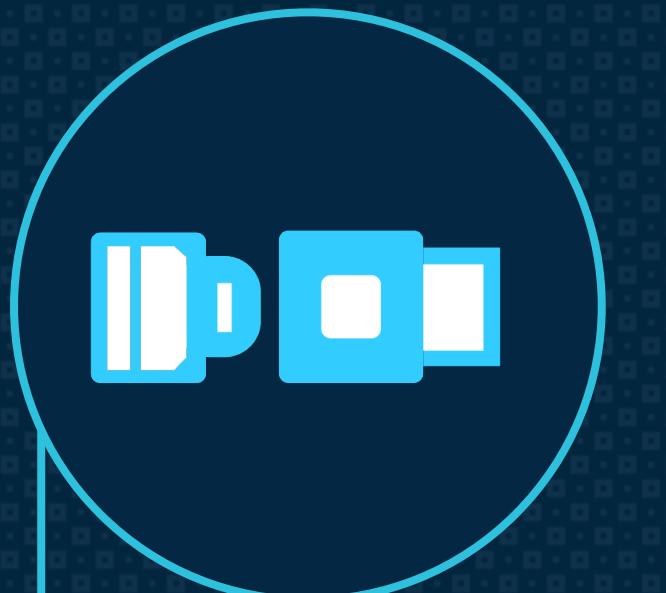
2015



1885



1910



1950



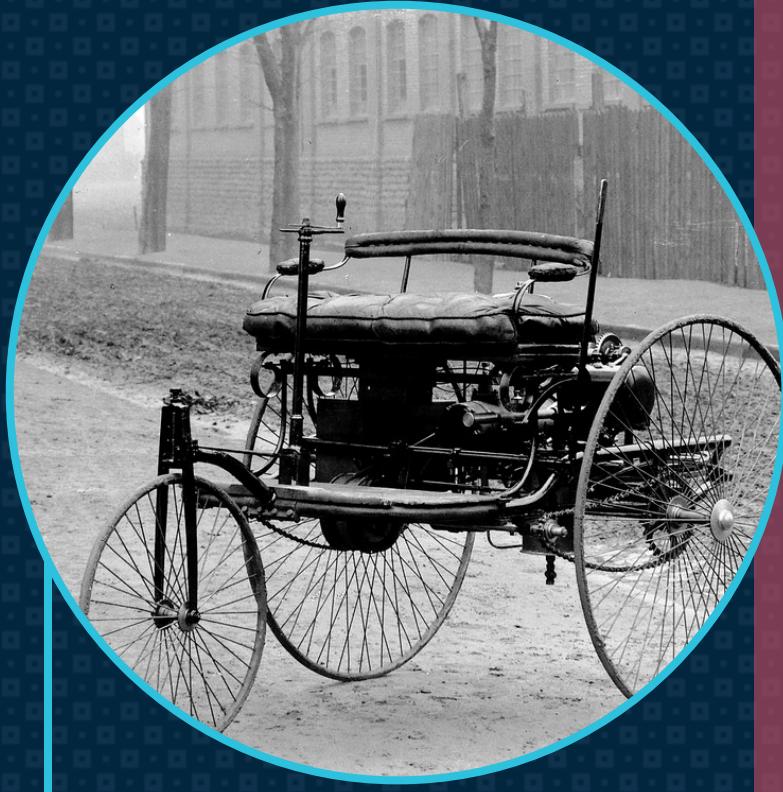
1970



2015



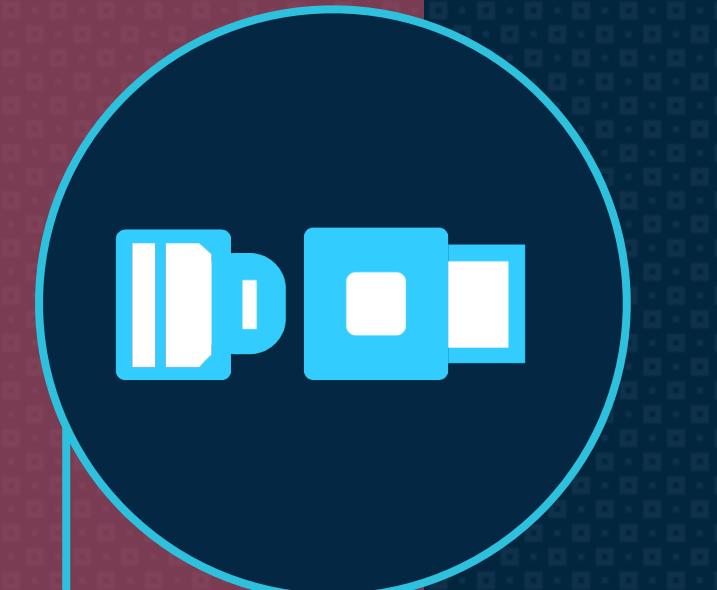
2018



1885



1910



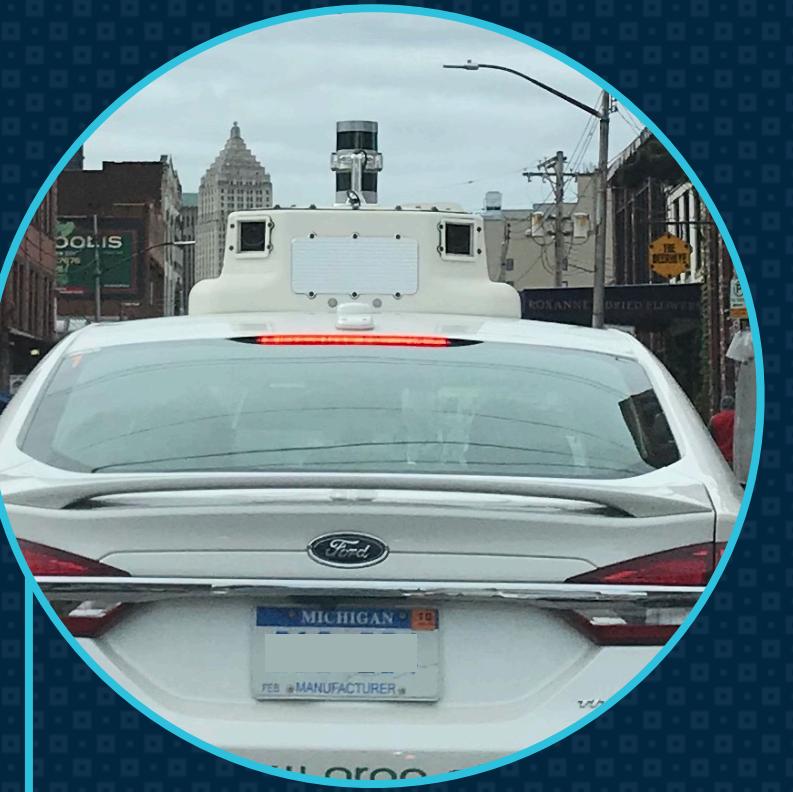
1950



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

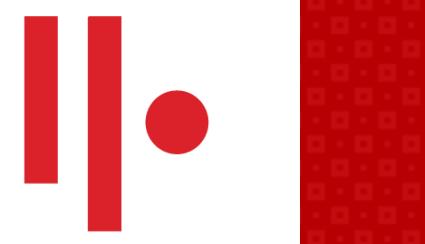
Responsibility

Too much work!



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

*—Nobody, ever*



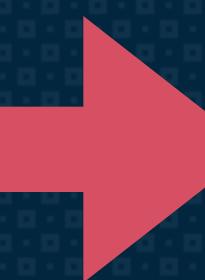
# How would you like to be treated?

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# What are you willing to give?

**Accessibility  
Inclusivity  
Responsibility**

Data  
Tracking  
Privacy

Data  
Tracking  
Privacy  
 Web Performance

Have I Been Pwned: Check if you've been compromised

Secure | haveibeenpwned.com

Home Notify me Domain search Who's been pwned Passwords API About Donate ₿ ₩

# ';-have i been pwned?

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

email address

 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

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Largest breaches

	711,477,622 <a href="#">Onliner Spambot accounts</a>
	593,427,119 <a href="#">Exploit.In accounts</a>
	457,962,538 <a href="#">Anti Public Combo List accounts</a>
	393,430,309 <a href="#">River City Media Spam List accounts</a>
	359,420,698 <a href="#">MySpace accounts</a>

Recently added breaches

	125,929,660 <a href="#">Apollo accounts</a>
	7,687,679 <a href="#">Digimon accounts</a>
	2,457,420 <a href="#">SaverSpy accounts</a>
	307,768 <a href="#">Real Estate Mogul accounts</a>
	3,472,916 <a href="#">NemoWeb accounts</a>
	41,826,763 <a href="#">Kayo.moe Credential Stuffing List accounts</a>

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.