



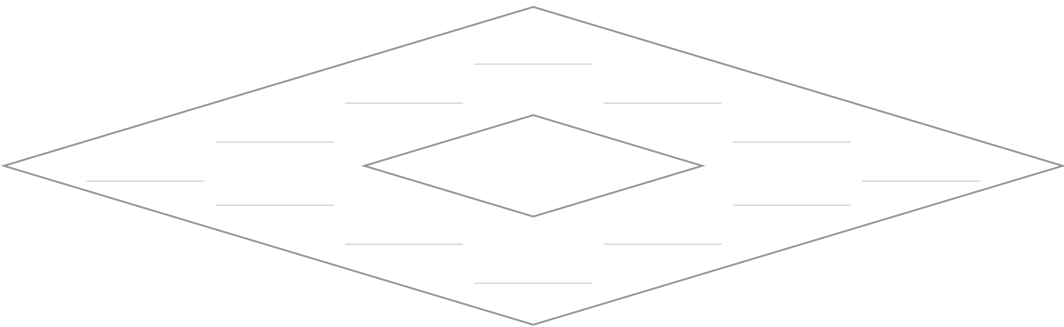
**Step 1.**  
Populate this stack with elements from all different parts of your product - from sensors to data processing algorithms to the people who will use it and the values that underlie it.

**For each layer, fill in the relevant elements.**

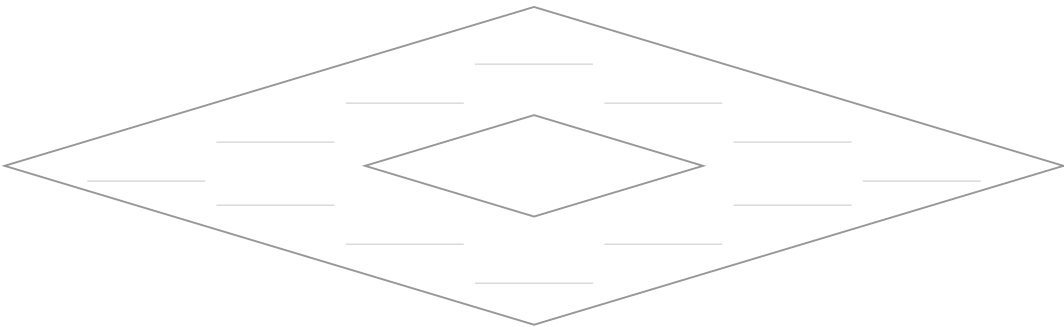
**Step 2.**  
Circle the values you have already identified in the State exercise at the bottom of your map.

**Step 3.**  
Draw connections between materials with other materials to demonstrate dependencies in your system.

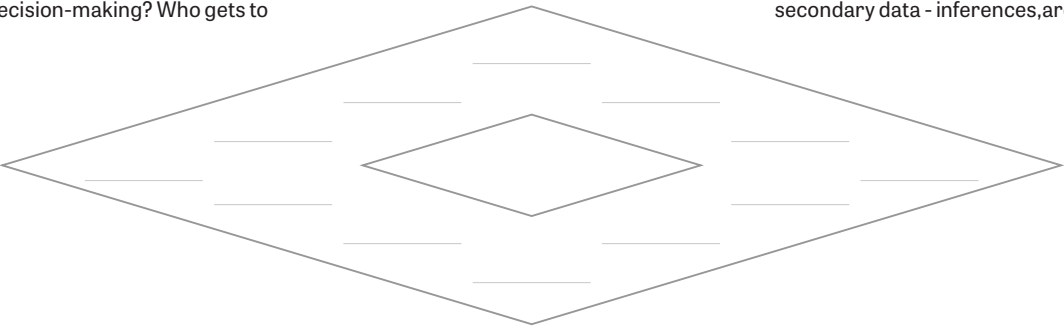
Draw connections from values to materials to demonstrate where the values are being embedded. What values do you strive to uphold in your product? Even if everything in the product “works”, it is still important to ask what it is working towards. What are the ethical values that you hold dear, that ground your product? Put another way: would you quit your job or feel as though you’ve failed your mission if any of these ethical values were compromised? If any are important for you, show where you are putting them into action by connecting them to those material elements.



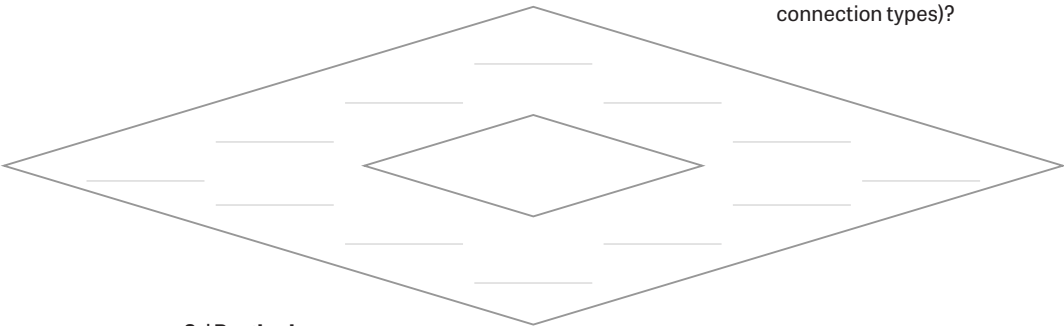
**Team layer**  
Who is working in your core product team? Who makes decisions at the executive level? Do you have external partners (e.g. investors, shareholders) who have executive roles in decision-making? Who gets to have the final say?



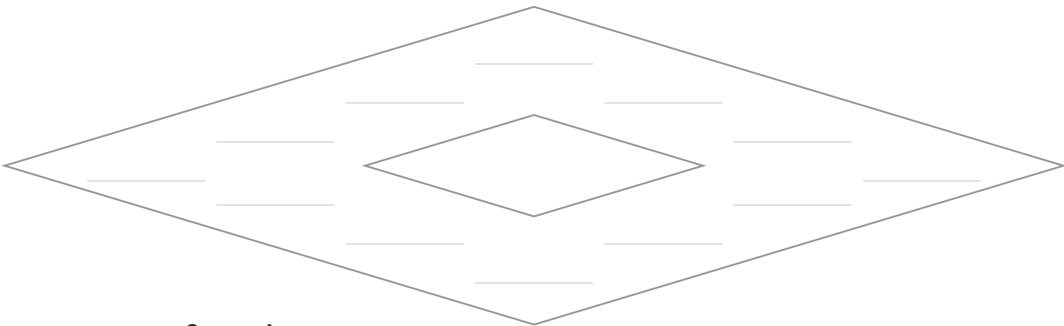
**Data layer**  
What data does your device gather and use? Note primary data gathered from sensors, people - sound levels, steps, heart rate, email address - and secondary data - inferences, architecture, analytics.



**Device/Service layer**  
Add anything that describes the product itself. Is it software, hardware, medium-ware? What kind of a product is it (wearable? smart home industrial IoT?), what is inside the device (sensors, microprocessors, connection types)?



**3<sup>rd</sup> Parties layer**  
Who or what else is needed to make the device work. Are you using a 3rd party for data storage, data processing, APIs, SDKs, or other service providers?



**Context layer**  
Tell us about the context where the device is used and who uses it. Is it for the home, the body, the workplace? Is it for children, adults, elderly or disabled people? Do you imagine vulnerable populations (of your own defining) using your product?

|                         |  |                 |  |                   |  |                    |  |                      |  |
|-------------------------|--|-----------------|--|-------------------|--|--------------------|--|----------------------|--|
| Privacy                 |  | Participation   |  | Accountability    |  | Autonomy           |  | Interoperability     |  |
| Responsibility          |  | Dignity         |  | Transparency      |  | Non-discrimination |  | Inclusion & Equality |  |
| Interoperability        |  | Data Protection |  | Safety & Security |  | Well-being         |  | Sustainability       |  |
| Openness & Shareability |  | Sustainability  |  | Well-being        |  | Safety & Security  |  | Data Protection      |  |