WIEITW
What if everyone in the world?
Suggested time: 45 minutes – 1 hour
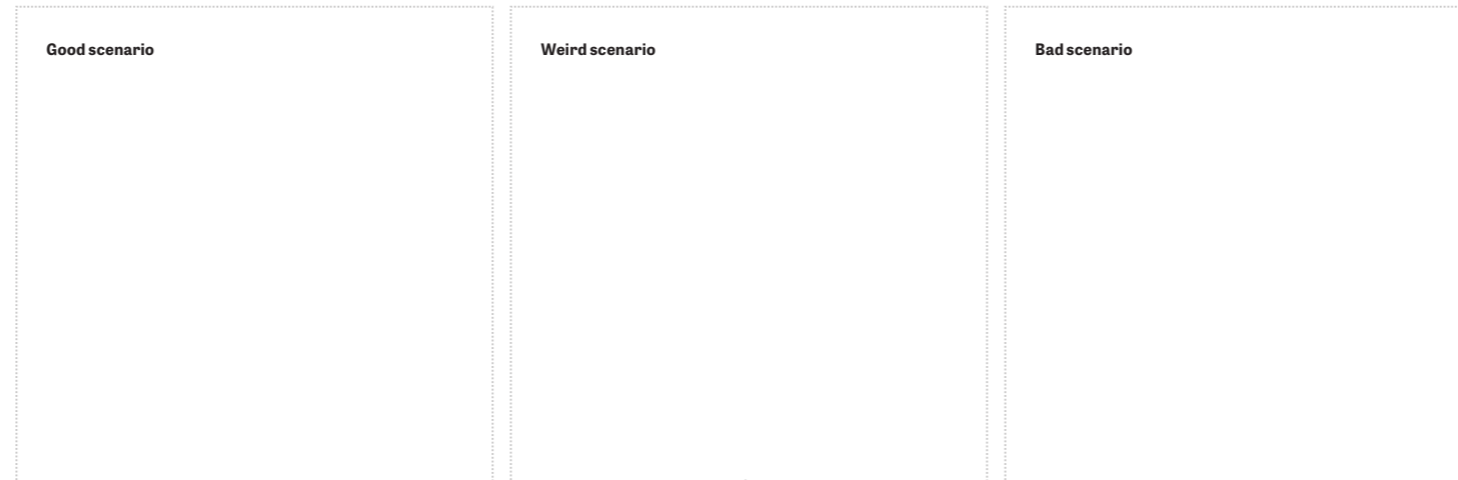
ETHICAL STACK

This tool is good for working out the implications of your ethical challenges, assessing the roots of the challenge and ideating options to address the challenge

Use this tool when trying to understand why a given decision has ethical dimensions

What if everyone in the world had your product?
And your product does not take into consideration _____?
What kind of impact would it have on the world?

Good scenario

Weird scenario

Bad scenario

Step 1.
Answer the question on the top of the diagram. What would the good, weird, and bad scaenarios be? For each branch of this tree, come up with scenarios.

Step 2.
For each scenario, flesh out what the potential impacts would be.

Step 3.
Mark the scenario or impact that worries you the most.
Mark the scenario or impact that you hope most to achieve.

Step 4.
Focus on one and brainstorming with following guiding questions:

Worry:
How can you prevent this from happening?
How can you mitigate its impacts?

Hope:
What actions can you take to ensure that this will happen?
If it happens, how can you support its continuation?

Good impact

Weird impact

Bad impact

Good impact

Weird impact

Bad impact

Good impact

Weird impact

Bad impact