

Direct

Users, designers,
administration, purchasers

Indirect

Neighbors, friends, family,
groups of interest, society

Excluded

Disabled, poor, not near
relations

Stakeholder

Stakeholder

Stakeholder

Stakeholder

Stakeholder

Stakeholder

Stakeholder

Stakeholder

Stakeholder

Stakeholder

Stakeholder

Stakeholder

Rating



Rating



Rating



Rating



Rating



Rating



Ethics principles

**Put the
human
at the center**

Ethics principles

**Avoid
manipulating**

Ethics principles

**Avoid
creating
inequality**

Ethics principles

**Make it easy to
understand
your solutions**

Ethics principles

**Give
users
control**

New perspective is inspired by and have modified content from "Judgement Call" from Microsoft