AGENDA

Thursday, July 18th

1. Introduction
2. VIRT-EU's goals
3. Simulation
4. PESIA framework
5. Simulation continues
6. Discussion

Introduction:

Ethics in VIRTEU

PART ONE:
TALKING TOGETHER ABOUT ETHICS

Ethics in Practice

PART ONE:
TALKING TOGETHER ABOUT ETHICS

News › World › Americas

Amazon Echo could become key witness in murder investigation after data turned over to police

Man on trial for murder has agreed to turn over data from his smart home device

Mythili Sampathkumar New York | @MythiliSk | Thursday 9 March 2017 17:48 GMT | 0 comments

ethics comes up when things go down
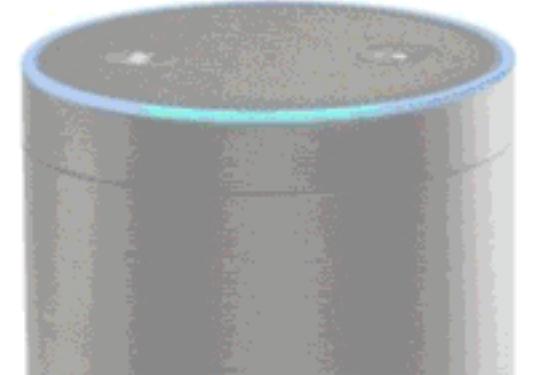
PART ONE:
TALKING TOGETHER ABOUT ETHICS

Who is responsible for ensuring connected devices we allow into our lives behave ethically?

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Conceptual Framings

1. Definitions of ethics – from philosophical literature in virtue ethics tradition
2. Problems and limitations of virtue ethics (individual focus, incapacity to determine where 'good' comes from)
3. Expansion in relation to concepts of capability (Sen) and care (Puig de la Bellacasa)

Beyond Virtue

Individual's attempt to live a "good life"

The ability to act, given the structural opportunities and constraint

Shifting responsibilities and obligations in a web of relations

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Do-ers, Postponers, and the convenient ethics researchers

Ethics is understood differently by those interested in building ethical companies from the outset, and those that see ethics as compliance with a regulatory framework.

When making a seemingly technical
decision as whether to add a camera
and a microphone to a device which
might not necessarily need it, they
consider not only their own subjective
positions, but they also extend
a matter of care to the networks they
are part of, their potential users as
well as the future generations that
might be affected by them.

"Unfortunately, ethics never makes it into my ever-growing to-do list. Maybe one day, I will have time for it. But not at the moment, not when I am just starting my company"

"After all" he said, "Google has all the resources, time and money to make sure everything is in order. I neither have the time, nor the money."

Testing Ethical concepts

How are ideas about 'goodness' or 'good practice communicated?

Which ideas hold tensions?

What are the challenges of putting ethical ideas into practice?

What are gaps between positions expressed by developers and those of other stakeholders?

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PART TWO:
VIRTEU : TOWARDS TOOLS

VIRTEU

->tools

"ethics starts where the law ends"

"you can't just go to ethics camp"

AMS Stakeholder Workshop

->tools

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Tools

File Edit View Insert Format Data Tools Add-ons Help

Last edit was 2 hours ago

Share

*From the Ethical Tools Report

	A	B	C	D	E	F	G	H	I	J	K
1	*From	Who ad	(Who is	Author	Title	Year	Price	Type	Link	Internal comment	Description: this is wh
2		AB	FUS	StudioDott collab w	IOT Ideation Car	2016		$149 Toolkit / Cards	http://studiodott.t	The cards are designed with compl	These cards are crea
3		AB	AB	StudioDott collab w	IOT Service Kit	2015	open-source	Toolkit / Cards	http://iotservicekit.com/		The IoT Service Kit is
4		AB	AB	Simone Mora	Tiles Toolkit	2018	cards are free. facilitated workshop = ?. prototyping sticker	Toolkit / Cards	http://tilestoolkit.io/		Learn and invent for t
5		AB	AB	MIT	Moral Machine	2016	n/a	Website	http://moralmach	The design your own scenario is ne	Give your human opi
6		AB	FUS	Vi Hart + Nicky Cas	Parable of the Po	2014	free	Game	http://www.game	Interesting tool for visualising diver	Game about visualisi
7		AB	FUS	Simply Secure	Trustworthy IOT	2016	free	Worksheets	https://github.con	I found this tool really individualistic	Work with a list of wo
8		AB	FUS	Mixed Reality Labo Horizon Digital Eco The University of N Microsoft Research	Privacy Ideation	2016	n/a	Cards	https://www.notti	Not clear how the cards can be obt	Learn how to apply p
9		AB/IS	JR	Maheen Sohail	Practice Ethical I	2017	free	Framework	https://medium.muz.li/how-to-practice-ethical-design	Value alignment inco
10		AB/IS	IS	Dorian Peters & Ra	Tools for Positive	2014-2017???	free	Reference sheet, worksho	http://www.positiv	It is not clear when these were des	Cards are used for br
11		AB	IS	Cloud Security Allia	Futureproofing th	2016	free	Steps	https://downloads	A 76-page door stopper over here i	Includes step-by-step
12	*	AB	IS	Markkula Center fo	Making a Difficult	2015	free	Web app/Mobile app	https://www.scu.edu/ethics-app/		Bring a decision you
13	*	AB		Trend Micro	Data Center Attack			Web - video - CYOA	http://datacenterattacks.trendmicro.com/	
14		AB		Data Privacy Proje	Mapping Data Flows			mapping and discussion p	https://dataprivacyproject.org/	
15		AB	FUS	Artefact Group	Tarot Cards of Te			cards	http://tarotcardso	Really nice self-reflection cards for	Gaze into the future c
16		AB		Andrew Lovett-Bar	Decay of Digital Things			Online cards	http://cards.deca	help brainstorm scenarios / projects http://andrewlb.com/2016/03/e-180-the-decay-of-digital-th
17		AB		Humane By Design	Principles			Posters	https://humaneby	Tangentially relevant
18		AB		List of tools	List of tools			List of tools	https://ethical.ne	Not many here for now
19		AB		Amber Case	Calm Scorecard			Q+A	https://medium.c	Tangentially relevant
20		AB		Projects By If	New Digital Rights			Digital mockups	https://newdigital	Tangentially relevant
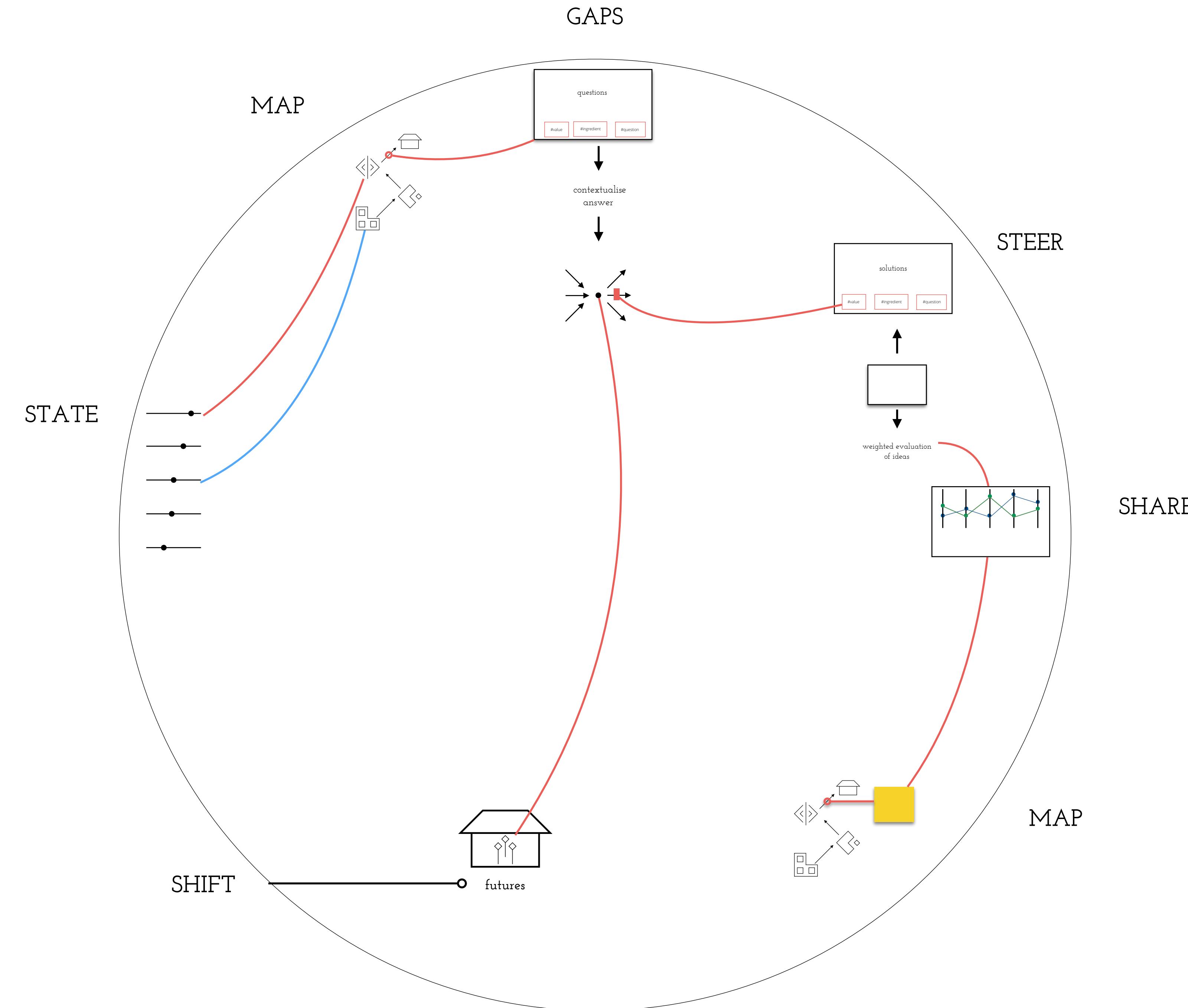
Tools as a System

GAPS

MAP

STEER

STATE

SHARE

SHIFT

MAP

questions

#value #ingredient #question

contextualise answer

solutions

#value #ingredient #question

weighted evaluation of ideas

futures

Part Two:

Hands On

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PART TWO:
TOOLS

Activity!

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PART TWO:
TOOLS

We are working on a product at
our start-up.

PART TWO:
TOOLS

OldLifeWell

OldLifeWell has developed a smart bracelet that helps people with dementia (or other kinds of memory loss problems) to keep track of their daily routine tasks.

OldLifeWell's product was used to gain information from individuals with dementia on their wealth, and where and how they keep it. With the tracking capabilities of OldLifeWell's product, a number of individuals with dementia have been kidnapped and such information has been taken from them. But since they do not have memories of it, their families become aware only when the money has left their bank accounts.

OldLifeWell's product is being promoted by political parties because it will enable people with dementia and other types of memory loss to be able to vote in the general elections. They have even come up with push notifications specific for the product that reiterates their campaign title and the name of their political party. Since the push notifications work around the daily routines of people with dementia, their uptake is high, and the users become familiar with the campaign and political parties.

PART TWO:
TOOLS
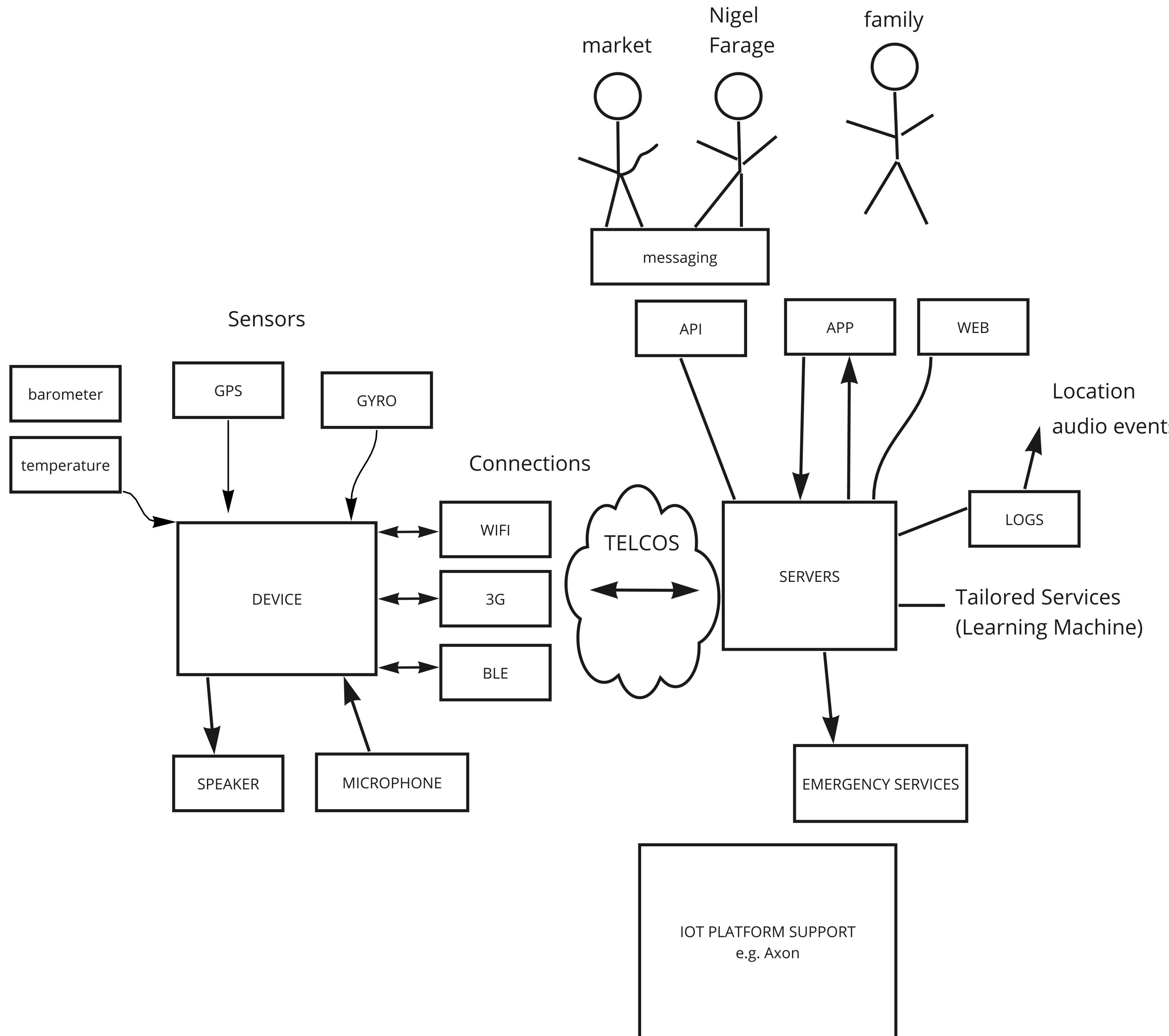
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1. Get to know the diagram of the elements of your
   respective products.

2. Now add any relations (users + makers). Who is related
   (using, impacted, connected to) to each element in your
   product?

PART TWO:
TOOLS

- Reminders, routine, medicine, etc.
- Direct voice
- Automatic alarm if outside zone (geo-fencing)
- Real-time tracking app
- Heart rate
- Sudden movement (falls)
- Activity (possible death)
- Subscription for extra services
- Audio record loud noise

Sensors

messaging

API   APP   WEB

barometer   GPS   GYRO

Location
audio events

temperature

Connections

WIFI

LOGS

TELCOS

DEVICE   3G   SERVERS

Tailored Services
(Learning Machine)

BLE

SPEAKER   MICROPHONE

EMERGENCY SERVICES

IOT PLATFORM SUPPORT
e.g. Axon

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market

Nigel Farage

family

messaging

API

APP

WEB

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PART TWO:
TOOLS

Flaws in a popular GPS tracker leak real-time locations and can remotely activate its microphone

Zack Whittaker @zackwhittaker / 2 weeks ago • Comment

Google | bing

i need money to pay rent

Bad Credit Loans
www.speedloanusa.com/ ▼
Bad Credit OK
$100 to $2500. Faster Approval

2-Minute Payday Loans - $100-$1000 Approved in 2 Minutes
Ad · QuickerCash.com
$100-$1000 Approved in 2 Minutes.
Deposited Directly in Your Bank!

need loan fast

Fast Cash $500-$5,000 OneClickLoan.com
Ad www.oneclickloan.com/ ▼
Instant Approval. Bad Credit OK.
Get Cash In A Click Up To $5,000.

Fast 2-Min Payday Loans - Payday Loans Approved Instantly!
Ad · www.FlashPayday.com
Payday Loans Approved Instantly!
Deposited Straight in Your Bank.

◉ Philadelphia, PA

Payday load ads. Upturn, CC BY

But targeted advertising based on our smartphone data can have real impacts on livelihoods and well-being, beyond influencing purchasing habits. For example, people in financial difficulty might be targeted for ads for payday loans. They might use these loans to pay for unexpected expenses, such as medical bills, car maintenance or court fees, but could also rely on them for recurring living costs such as rent and utility bills. People in financially vulnerable situations can then become trapped in spiralling debt as they struggle to repay loans due to the high cost of credit.

TECH
Growth business: GPS tracking... the elderly
PUBLISHED WED, MAR 12 2014 · 6:20 AM EDT | UPDATED WED, MAR 12 2014 · 6:28 AM EDT
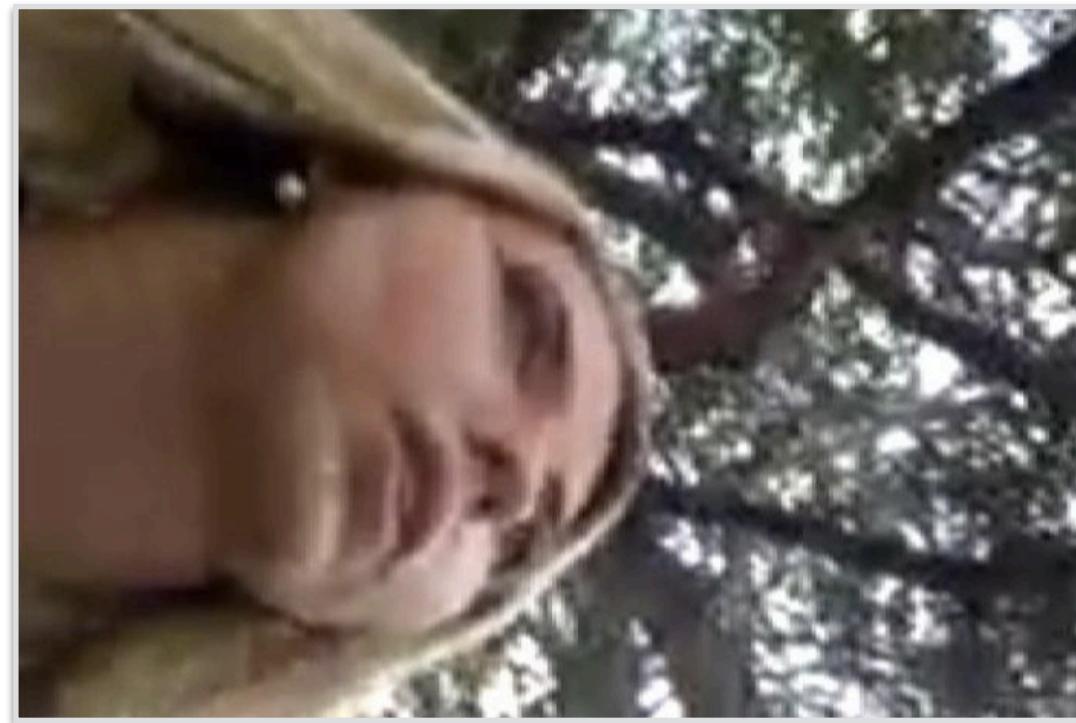
Katrina Bishop
@KATRINABISHOP   SHARE f ✎ in ✉ •••

When Marc Regimbal lost his three-year-old child for 20 minutes – in what he called the "hairiest experience" of his life – he was determined to make sure it would never happen again.

He spent the next four years combining global positioning system (GPS) and cell-phone technologies to make a tracker – called Childtrac – that could be easily attached to a child's clothing or backpack. Parents can set virtual boundaries and locate their children on their smartphones.

Just one year on from the launch of the product, however, and Regimbal said he is seeing growing demand from an unexpected demographic.

PART TWO:
TOOLS

We are working on a product at our start-up.

1. Get to know the diagram of the elements of your respective products.

2. Now add any relations (users + makers). Who is related (using, impacted, connected to) to each element in your product?

3. But before we continue: let's have a check-in: what do we want to make sure OldLifeWell stands for? We're just about to hire a new person and we want to make sure she knows what our moral principles are here
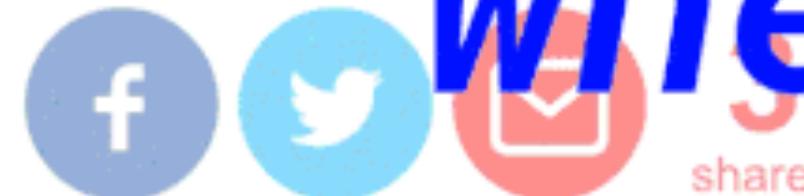
Let's start with the best of intentions. What is your North Star for your product? What are the underlying values you will hold on to, no matter what?

Amazon Echo could become key witness in murder investigation after data turned over to police

Man on trial for murder has agreed to turn over audio data from his smart home device

Mythili Sampathkumar New York | @MythiliSk | Thursday 9 March 2017 17:48 GMT | 0 comments

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The Independent

ethics comes up when things go down

INDIVIDUALLY

1. Write values from this list
2. Then prioritise them

Ethics is defined not only by individuals but also as part of a wider group.

These ethical values have been identified as the outstanding ideas of ethics in the community of IOT creators.

sustainability

autonomy

transparency

well-being

data protection

privacy

interoperability

inclusion

non-discrimination

dignity

security

openness

responsibility

1. ~~Write values from this list~~

2. ~~Then prioritise them~~

AS A GROUP

3. share and compare

4. discuss definitions + priorities

5. find agreement on priorities

6. give each value a weight to show priorities

7. write communal definitions

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COMMIT

-processing-

PART TWO:
ENGAGING WITH PESIA

-> questions from PESIA

Will the bracelet reduce individuals ability to make their own decisions about the best route or pace?

Will the tool include some form of remote control?

If any limitations to user control exist, do they happen in contexts characterised by power asymmetries (e.g. workplace)?

PART THREE:
UNDERSTANDING PESIA

PESIA:

An overview

PART THREE:
UNDERSTANDING PESIA

· **Project outputs:**

· *a toolkit to describe systems, elicit values, analyse and find problems, solve them if possible*

· **PESIA**

Impact assessment tool in **questionnaire** *form*

     1. *Identify risks*

     2. *Implement mitigation*

PART THREE:
UNDERSTANDING PESIA

- **Where does PESIA come from?**

  - Strong legal research Politecnico di Torino and ethnography from LSE

  - Value analysis in jurisprudence and opinions from privacy regulators

  - Follow best practice PIA and DPIA models but add social and ethics

PART THREE:
UNDERSTANDING PESIA

Understanding your system and establishing compliance

PART THREE:
UNDERSTANDING PESIA

Data mapping and basic legal compliance

(Start with mapping hardware, software and wider system)

- **What information is collected?**

- **Special data**

- **What do you do want to achieve with the information?**

- **Where does the information come from?**

- **What authorisation or rationale do you have to use that information?**

- **What information do you provide?**

- **How do you handle consent?**

- **Where does the data go?**

- **If the hardware is finished and going to market, do we comply with RED and other relevant regulation?**

PART THREE:
UNDERSTANDING PESIA

Identifying issues and risks

Technology, Activities and High Risk

· **Technology**
Are new technologies used which might be perceived as being privacy intrusive (e.g. facial recognition, use of biometrics)?

· **Automation & Profiling**
Does the technology allow (full or partial) automated-decisions to be taken with regard to the data subjects?
Does the technology allow for human intervention in the decision process?

· **Scale & Breadth**
Does the technology allow the collected data to be easily matched or combined with other data sets?
Does the technology allow to observe, monitor or control data subjects in a systematic way?

· **Context & Space**
Does the technology allow the collection of personal data in contexts that are private?

· **Other risks**

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PART THREE:
UNDERSTANDING PESIA

Wider impacts in society

Responsibility

- Will there be a way to challenge any decisions made by the system?

- Will there be clear lines of responsibility for any outcomes, particularly between the developers of the tools and the operators to ensure that any issues are always dealt with?

Sustainability

- Are the devices reusable? How will they be disposed of otherwise?

- Will the servers providing remote functionalities keep functioning for the lifetime of the product?

Openness

- Will the device allow for third party add-ons or user re-programming?

Employment

PART THREE:
UNDERSTANDING PESIA

How do you treat users and people whose data you use (Care ethics)

· **Participation and transparency**

　· *How do you consult with users and others?*

· **How well do you support user rights**

　· *Are there adequate measures or procedures which ensure the reply to every request of data subjects?*

· **Data Portability**

· **Dignity**

　• *Does the IoT device need to be implanted into the user's body?*

· **Non-discrimination**

　• *Will the system take into account any particular characteristics of the users when making any determination, such as **age, gender or disability**?*

• **Autonomy**
Will the device reduce individuals ability to make their own decisions?

·

PART THREE:
UNDERSTANDING PESIA

Challenges:

• Identifying risks and issues in the technology is OK: expand analysis from individuals to the wider community and society harder

• Consultation, participation and external input (integrate in external design and product design methodologies)

• The "treating people" section, where individual data protection rights overlap with ethical values of participation, dignity, autonomy, etc.

• Incorporating other tools: STRIDE, UK Code of IoT Security, etc..

• Pushing people to speculate beyond their comfort zone.

PART THREE:
UNDERSTANDING PESIA

The ethics puzzle

SOCIAL AND ETHICAL VALUES

Non-discrimination
Equality

Participation

Enabling people to effect real change

well-being

Increase individuals' well-being and fostering "IoT for good".

dignity

Avoiding any forms of surveillance or invasive control over individuals using IoT devices. IoT devices shall not be used to collect unauthorised private information or to publicly disclose private facts.

inclusion

Considering diversity and inclusion both in IoT development and with regard to users' experience.

autonomy

Safeguarding individual self-determination and freedom of expression.

safety

Protecting users against any harm due to IoT devices (hardware and software security).
Updatability of devices for security.
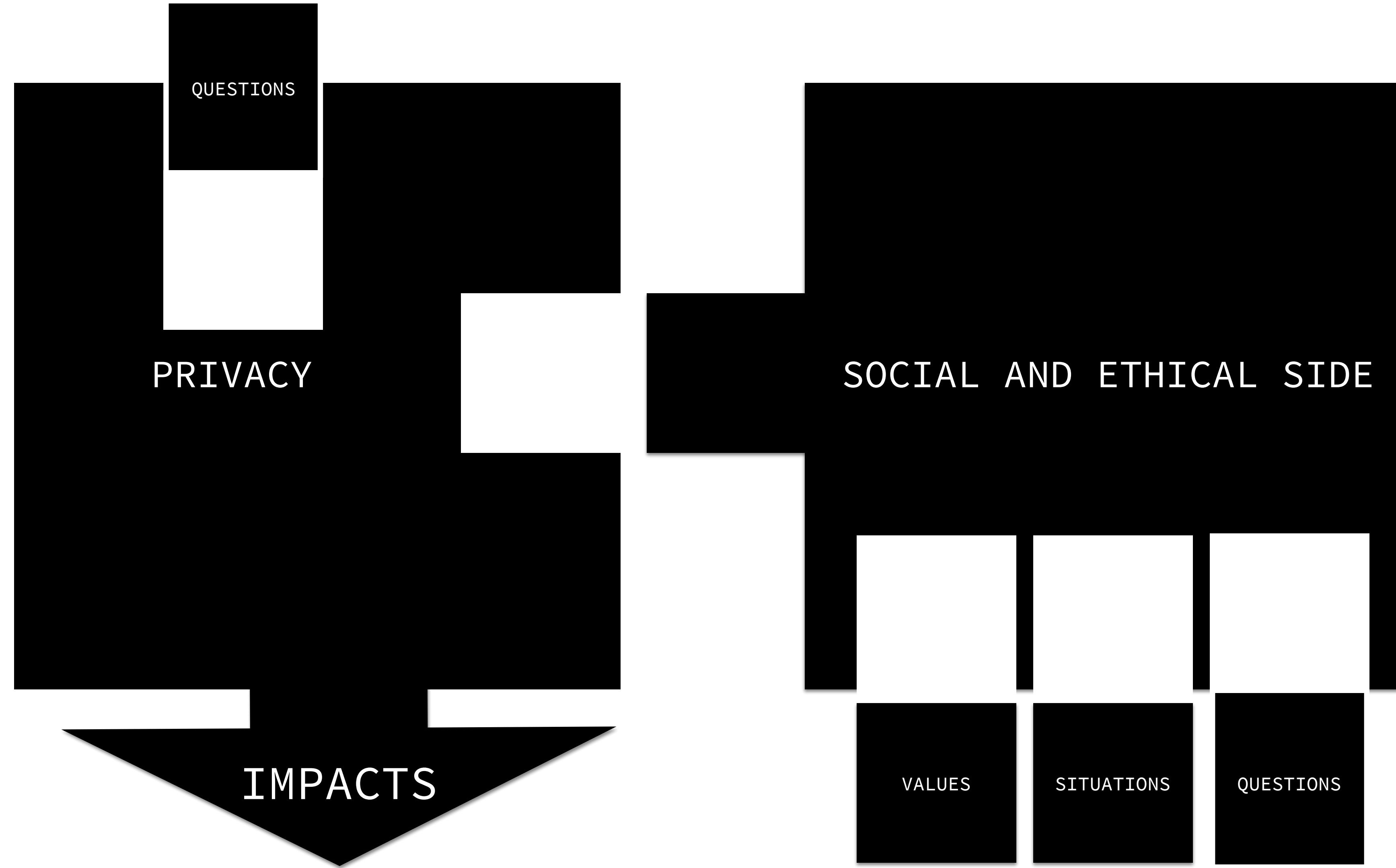
openness

Promoting open hardware and software with open source code.

Sustainability

Social and environmental justice

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THE PUZZLE

QUESTIONS

PRIVACY

SOCIAL AND ETHICAL SIDE

IMPACTS

VALUES   SITUATIONS   QUESTIONS

PART THREE:
UNDERSTANDING PESIA

Managing risks

PART THREE:
UNDERSTANDING PESIA

Consequence → Likelihood ↓	Insignificant	Minor	Moderate	Major	Critical
Almost certain	Medium	Medium	High	Extreme	Extreme
Likely	Low	Medium	High	High	Extreme
Possible	Low	Medium	High	High	Extreme
Unlikely	Low	Low	Medium	Medium	High
Rare	Low	Low	Low	Low	Medium

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PART THREE:
UNDERSTANDING PESIA

How do you handle data accurately and securely

- **Technical measures**
  Are there procedures or mechanisms to create backups?
  If information is converted in anonymous information, are there procedures which ensure the irreversibility of the process and the impossibility to re-identify data subjects?

- **Policies**
  Is there a data breach management action plan in place?
 *Is there a records management policy in place which includes a retention and destruction schedule?*
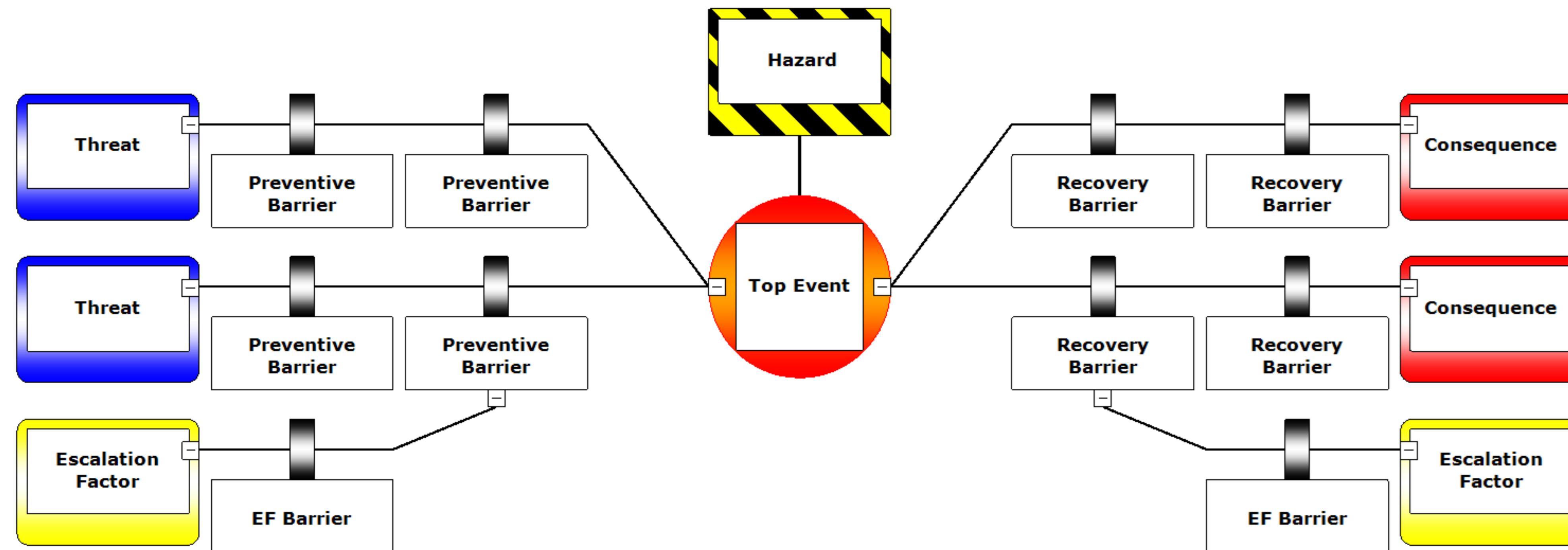
- **Organisational measures**
  Is there an access register to the IT systems containing personal data?

  - **Data processors**

  - **Staff**

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PART THREE:
UNDERSTANDING PESIA

PART FOUR:
TOOLS AGAIN

[MORE TOOLS]

"ancillary" tools to support ethical
reflection and self-assessment
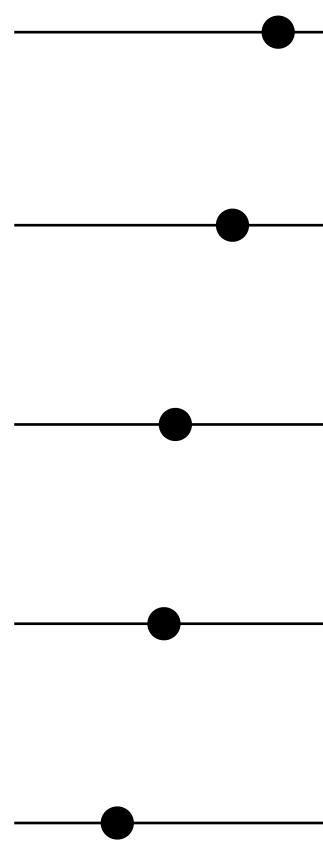
*Tools*   STATE   MAP   GAPS   STEER   SHARE
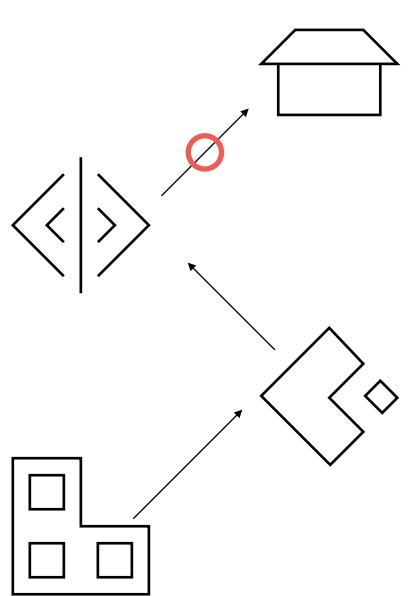
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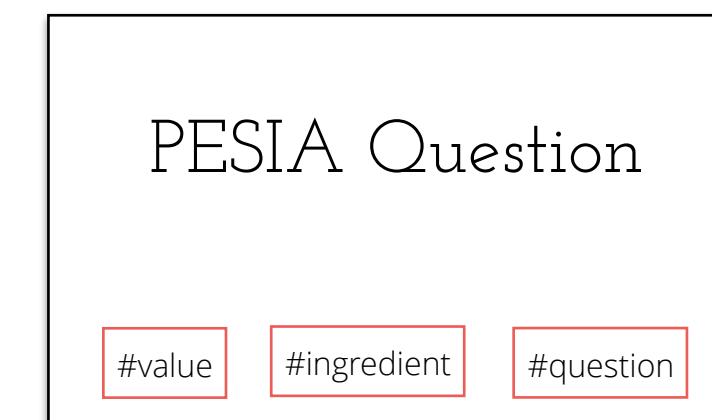
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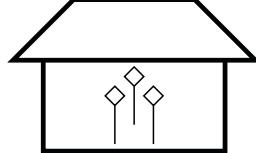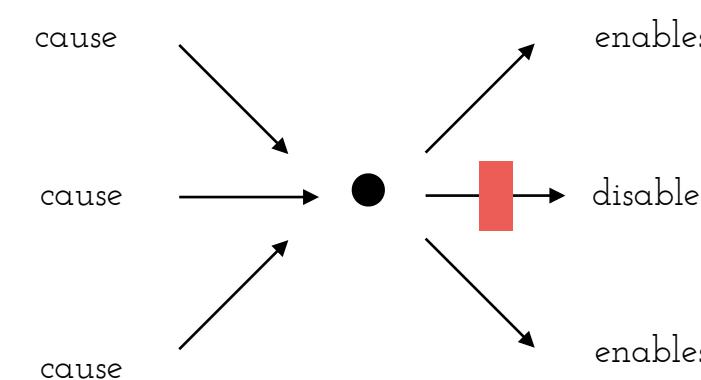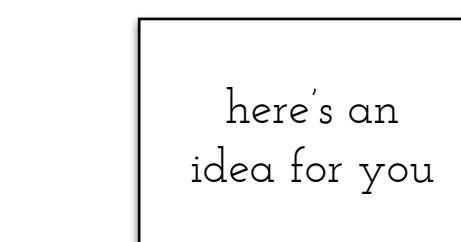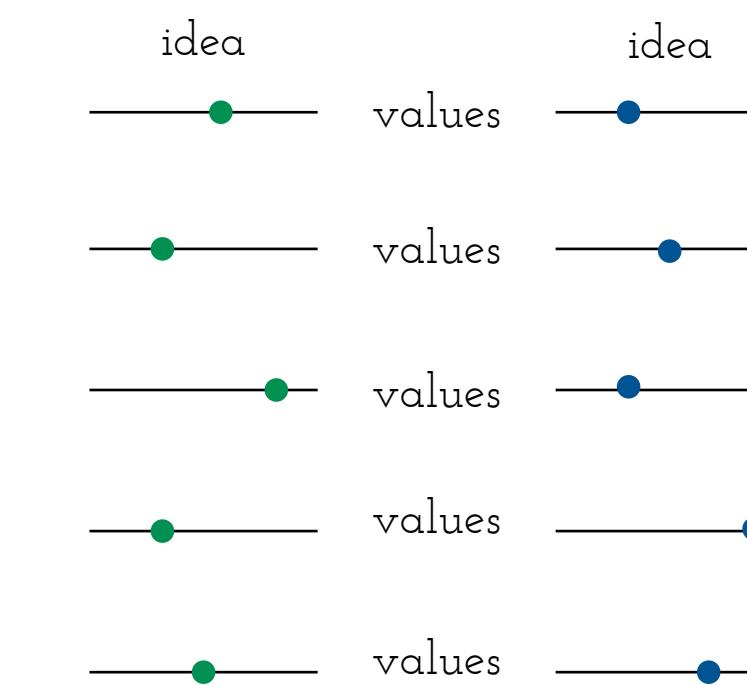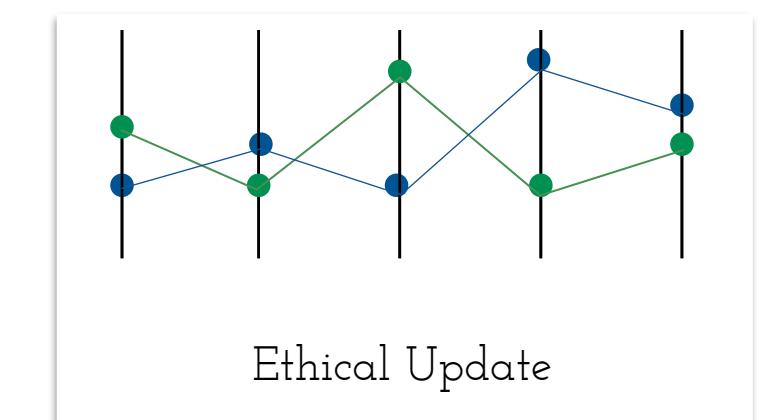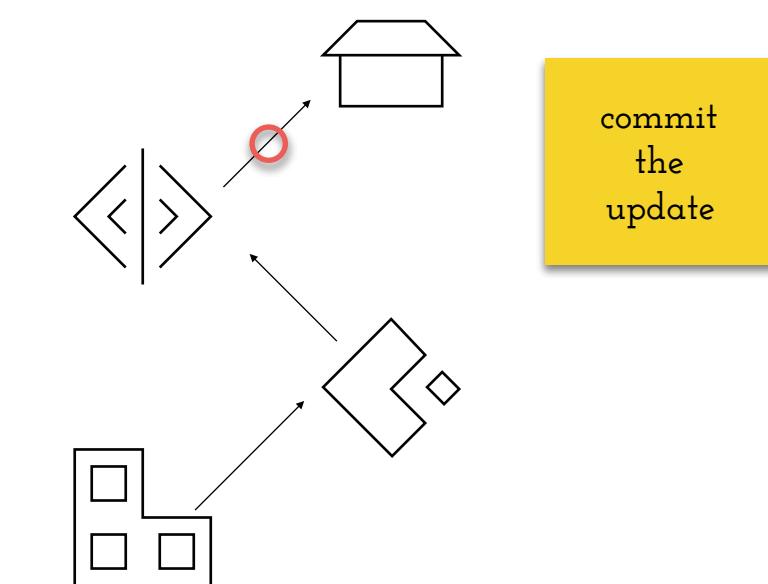
GAPS

PESIA Question

#value   #ingredient   #question

↓

contextualise answer
through scenario

↓

understand impacts

cause →   → enables
cause → ● ■ → disables
cause →   → enables

STEER

Solution ideation

#value   #ingredient   #question

↑

here's an
idea for you

↓

weighted evaluation
of ideas

idea   idea

values
values
values
values
values

SHARE

Ethical Update

↓

MAP

commit
the
update

Tools

STATE MAP GAPS STEER SHARE

PESIA Question

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contextualise answer
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understand impacts

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cause →   disables
              enables

Solution ideation

#value #ingredient #question

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weighted evaluation
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idea values idea

Ethical Update

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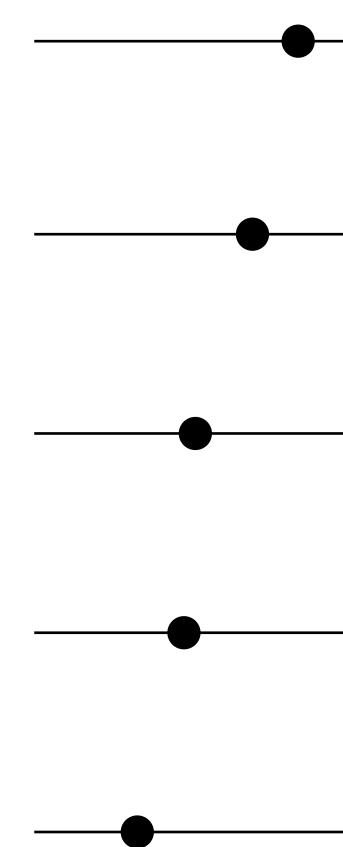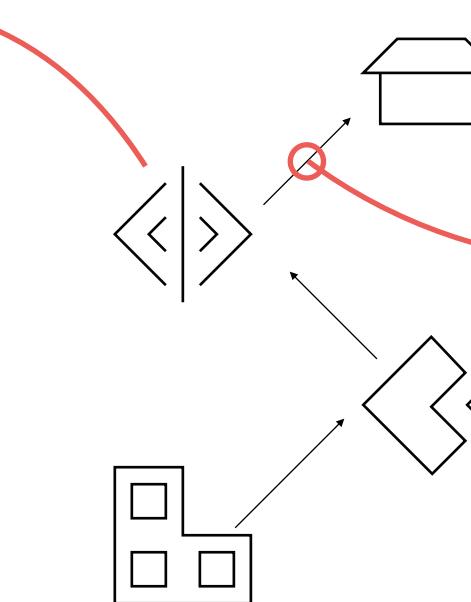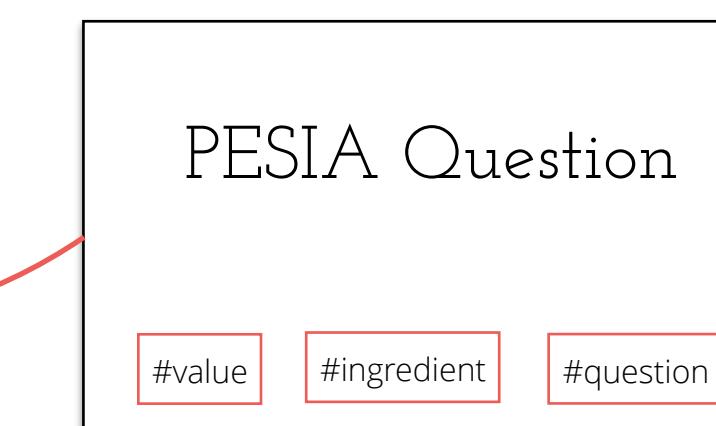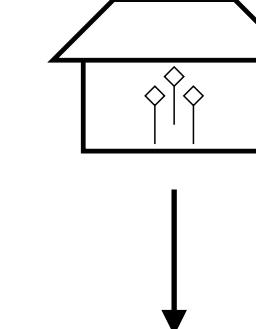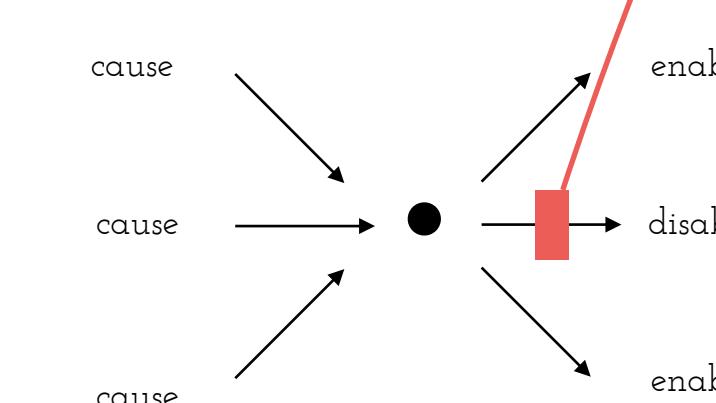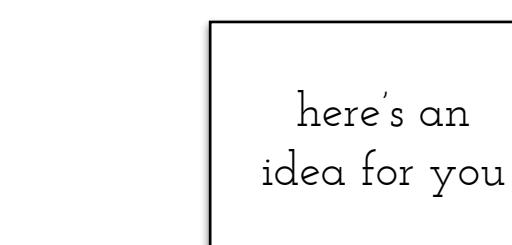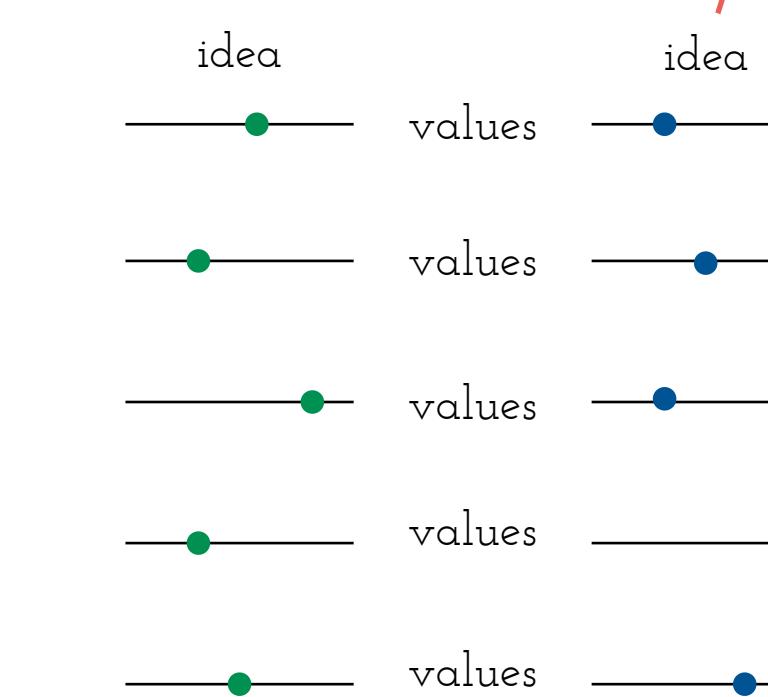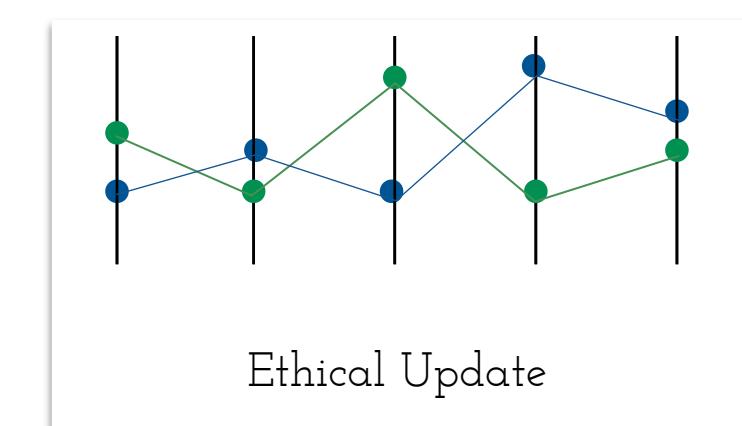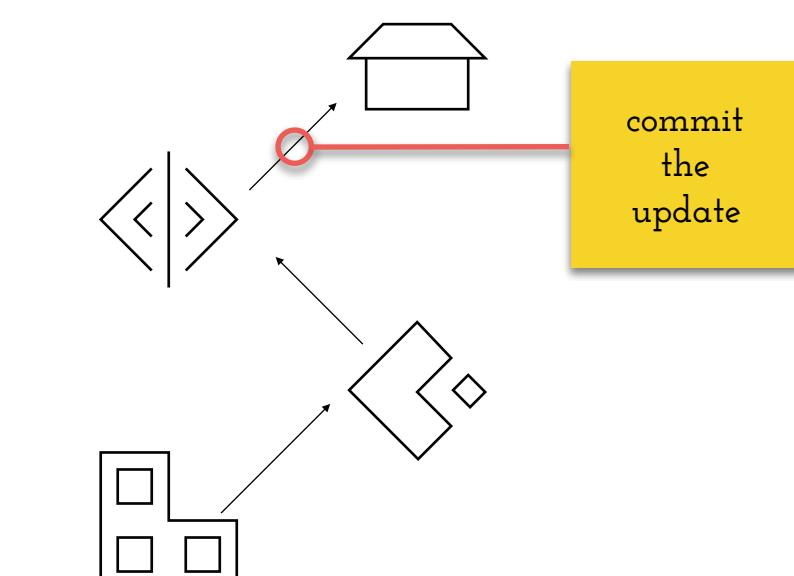
Data

Moving Manifesto

Values
Numerically weighted

Technical diagram - Blueprint

Technical ingredients
Users
Context
Employees
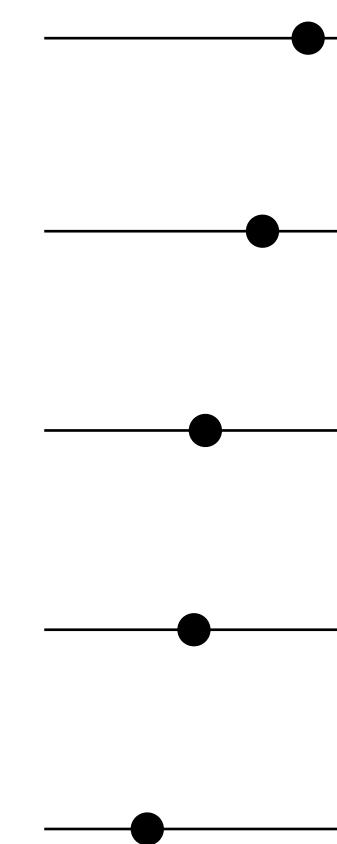
PESIA database

Values, questions
Materials, values, questions

Solutions library

Solutions from VIRTEU group and
community tagged with PESIA question /
ingredient from map / value
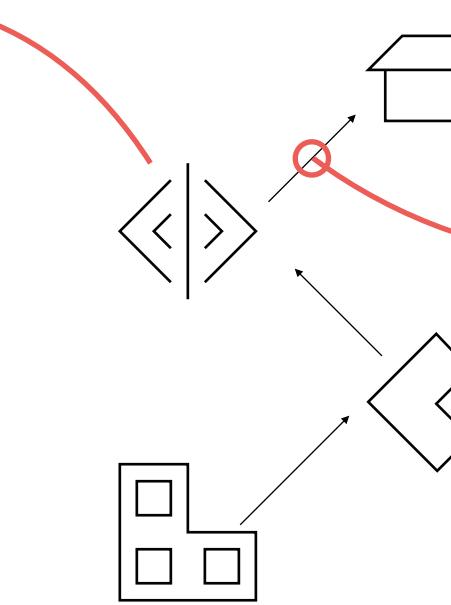
Ethics Log

Updates you have made to your
company and / or product because of
the realisations

Tools
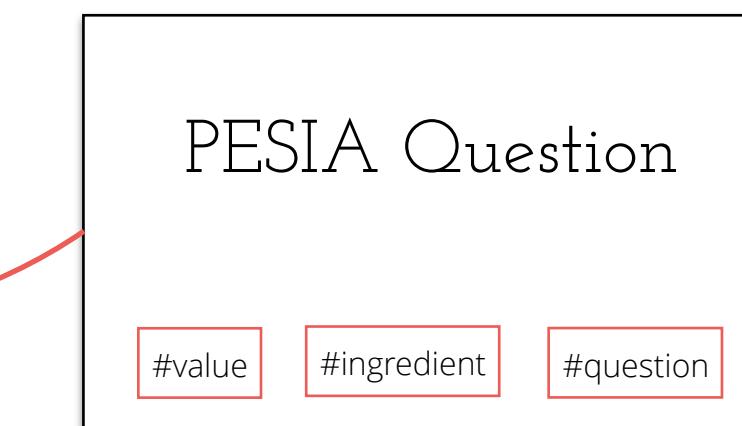
STATE
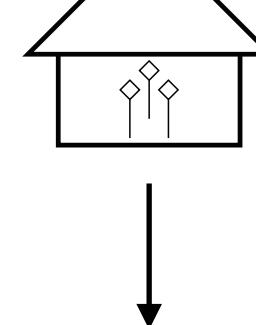
MAP
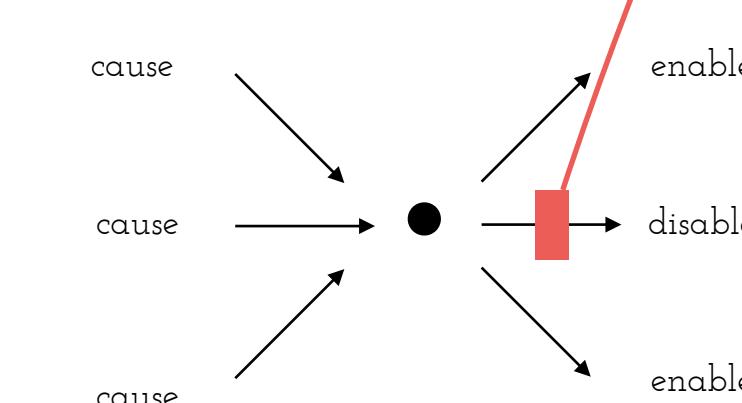
GAPS
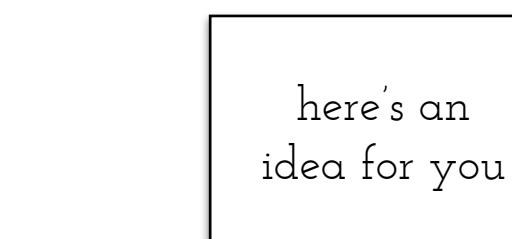
PESIA Question

#value #ingredient #question

contextualise answer
through scenario

understand impacts

cause →
cause → ● → disables
cause ↗ enables
       ↘ enables

STEER

Solution ideation

#value #ingredient #question

here's an
idea for you

weighted evaluation
of ideas

idea   idea

values

values

values

values

values

SHARE

Ethical Update

MAP

commit
the
update

STATE   MAP   GAPS   STEER   SHARE

questions

#value #ingredient #question

contextualise
answer

solutions

#value #ingredient #question

MAP
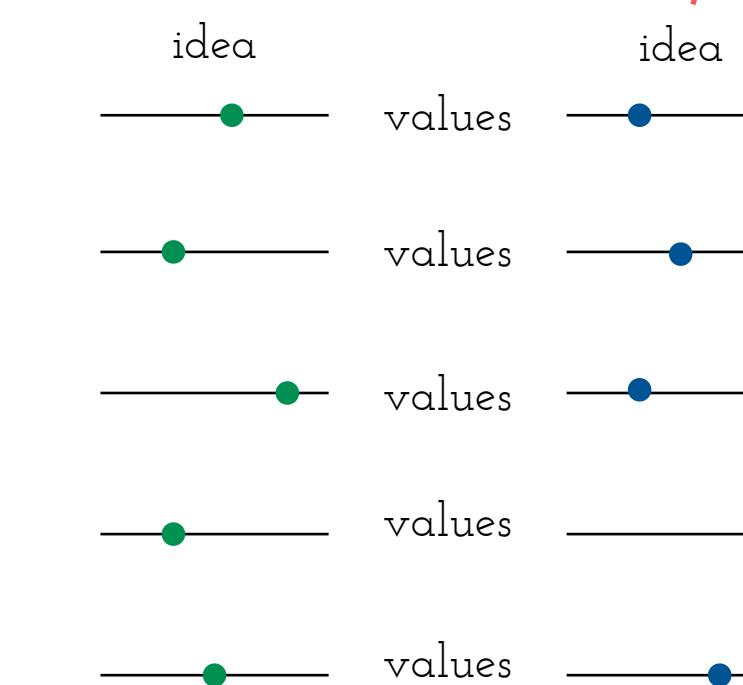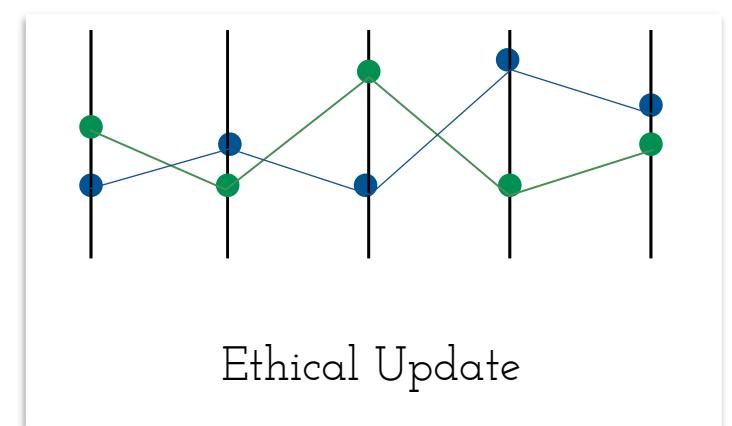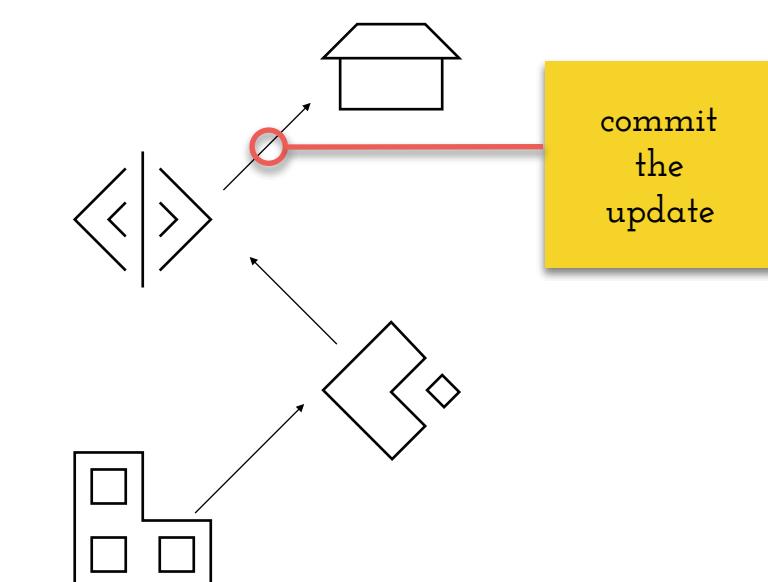
weighted evaluation
of ideas
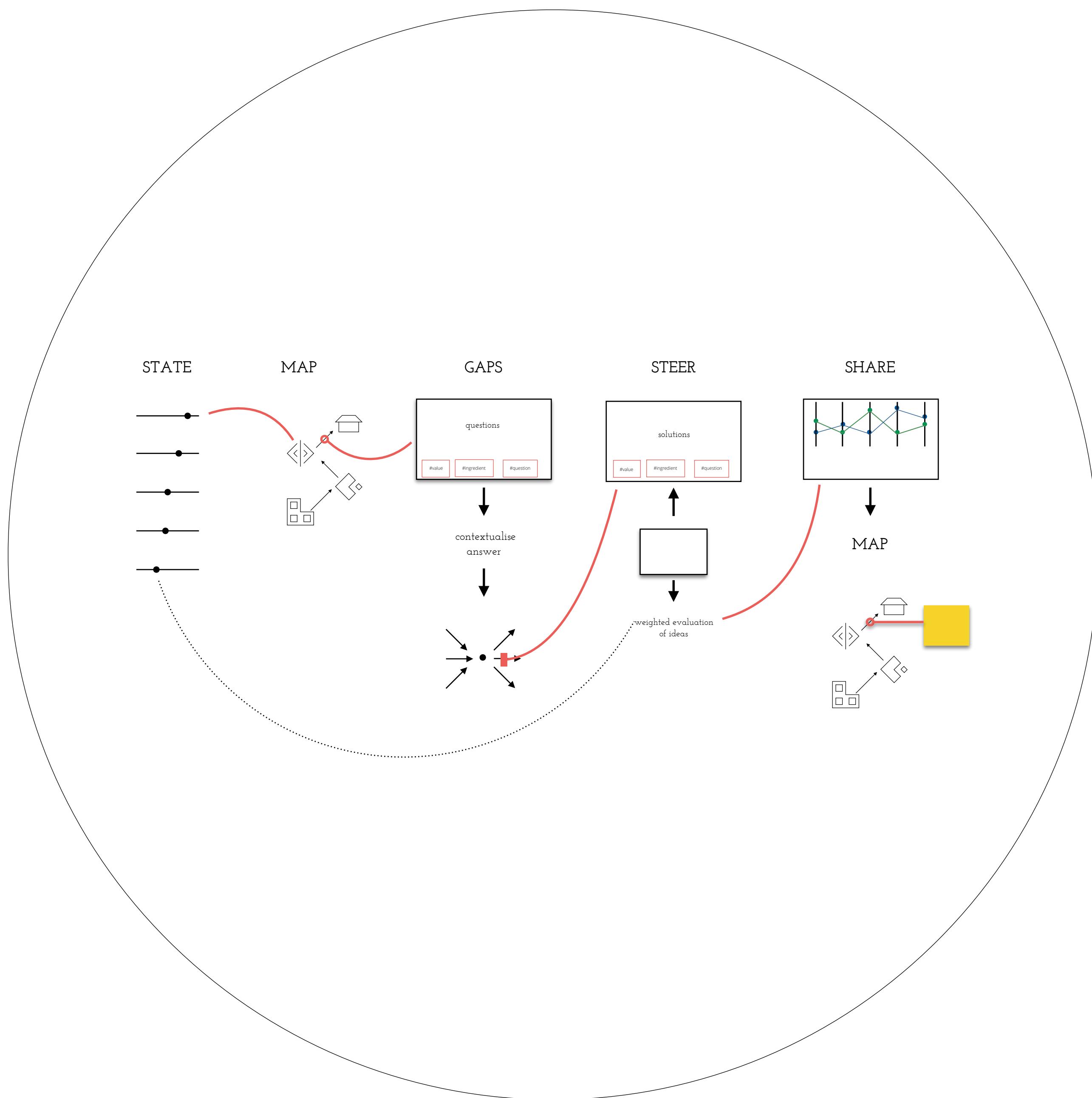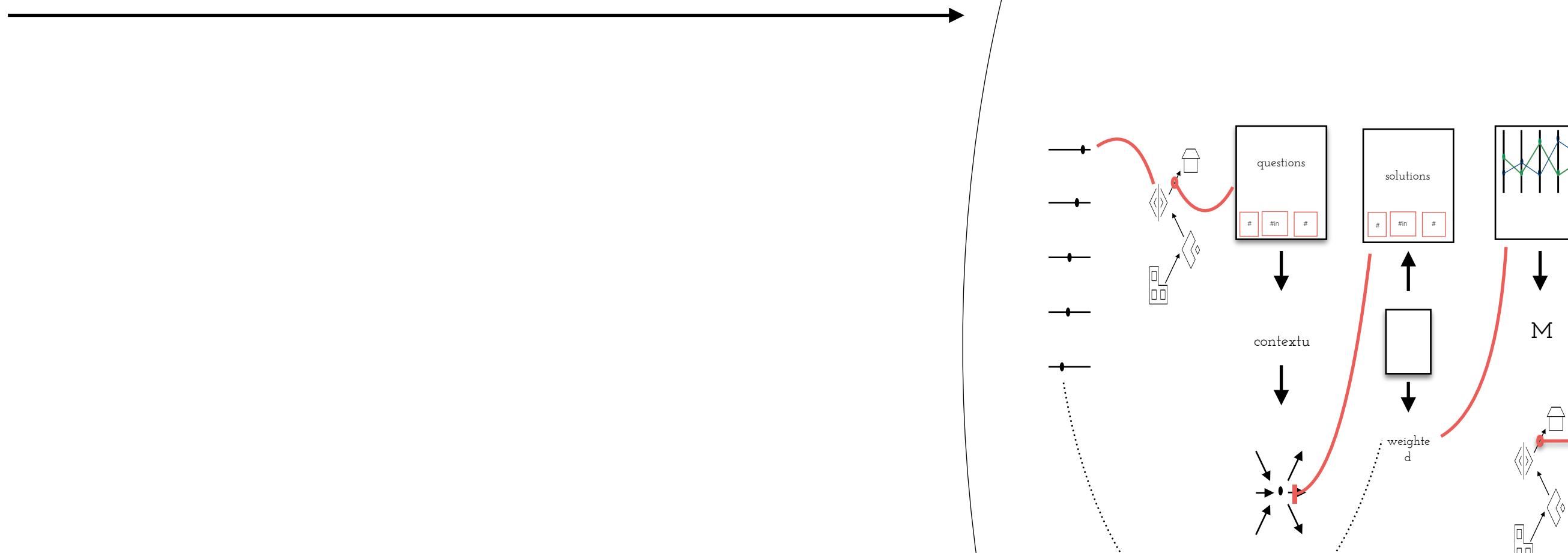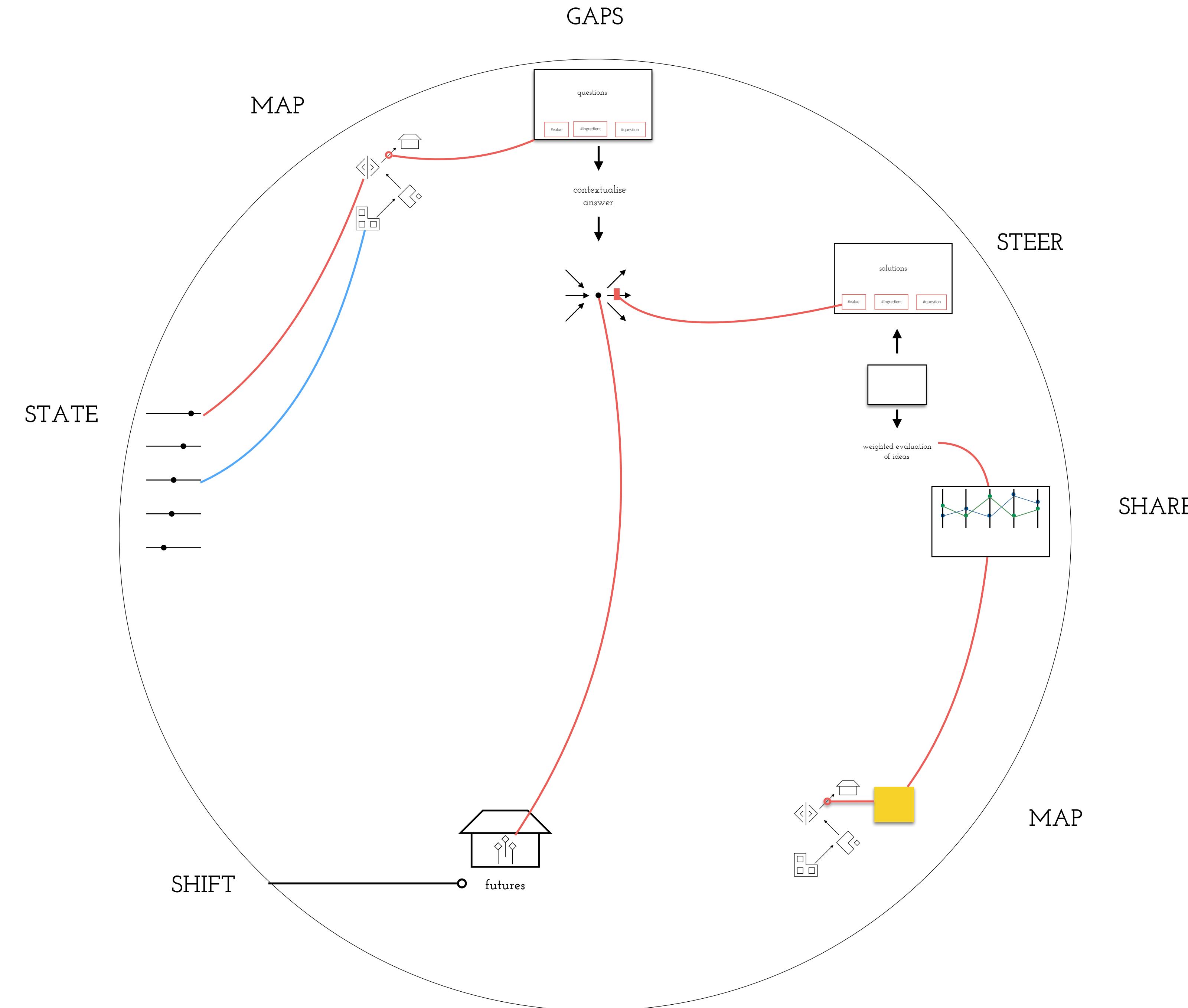
Data

Users identified
Context
Relevant speculations database
IOT trends
IOT Type trends

Tools

SHIFT

speculate beyond the visible issues

questions

solutions

contextu

weighte
d

M

GAPS

MAP

STEER

STATE

SHARE

SHIFT

MAP

questions

#value #ingredient #question

contextualise
answer

solutions

#value #ingredient #question

weighted evaluation
of ideas

futures

-TESTING-

Hosting provider

Certification

Manufacture —— Shopfloor workers

Web Server e Commerce ── Shop ── Software Integration (robot)

Factory

World wide

The system

Development

Software
Plugins
Market place

CAMERA

Microphone

Support & Training

Another box

The device / The box

The robot

Francesco / Bjarne

AI

World model (Data)
Local

5g Communication Server

Software core

Distributed

Data Server (Cloud)
Remote

Hosting provider

My values

2. Interoperability

1. Ease of use / Empowerment

3. Safety and Security

4. Data protection

5. Accountability

Shortlist

From the list of values please pick up to five to create your own list

My values

1. Responsibility

2. Interoperability

3. Data Protection & Privacy

5. Transparency

4. Safety & Security

otection

Di

tion

Autono

Final list

now that you've consider each other's priorities, shift the values to show your final list. When done, commit to it. You'll be revisiting this a lot throughout your work.

Our ~~prioritised~~ values

Interoperability

Human Well-being

Data protection & Transparency

Safety & security

Accountability

Sheet 1 (left)

1. Sketch person or a group, in the context of where your product should be used

The shopfloor worker at a production line in a ~~car~~ car manufacturing company collaborating with an autonomous robot controlled ~~of~~ by our product. He uses a tablet to reconfigure the robot for a new task by changing parameters of the system.

2. Who is this person? Write a little bit of detail about their life.

Bob is ~~an~~ a shopfloor worker who has been working for his company for 32 years already. Back in his starting days he had to do the job manually. Now, he just got a crash course in how to operate the system. He is worried that he cannot remember all his training...
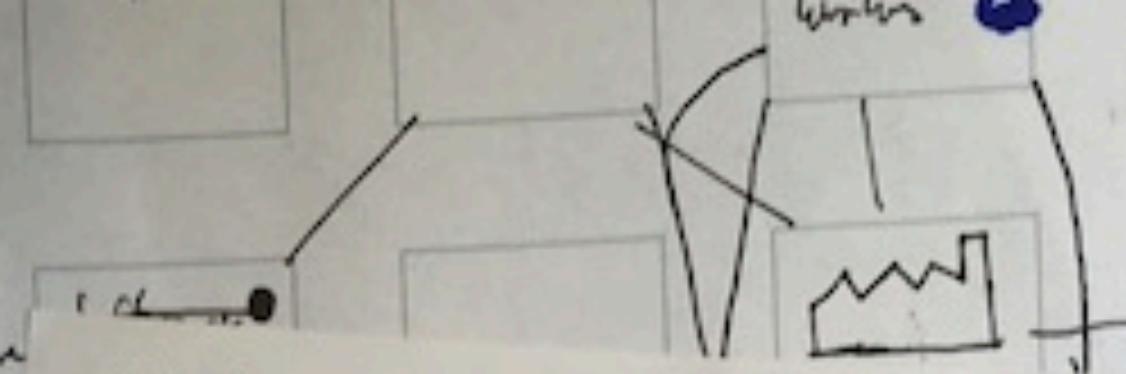
3. How will their daily life be routed / changed / shaped / restricted by your answer

Bob screws up and renders the robot useless.

~~He~~ The whole production line stops since the system cannot recover itself.

He might get fired for his incompetency and never get a job again.,

Sheet 2 (right)

1. Sketch person or a group, in the context of where your product should be used

2. Who is this person? Write a little bit of detail about their life.

John is a robot integrator. He usually have always built systems using simple, but reliable, softwares. He would like to increase the ~~speed~~ pace at which he is deploying systems, but without impacts on safety.

3. How will their daily life be routed / changed / shaped / restricted by your answer

John needs to be able to target the right responsible if outcomes are out of expectations. If this can't be done easily ~~they~~ he will lose a lot of time/money looking for responsible for (i) repair the sys. and/or (ii) charge a fee.

Bottom strip (printed)

Things to consider

Who is it for   Where is it used   Hardware   Internal people   3rd parties   Sensors   Power   Wireless
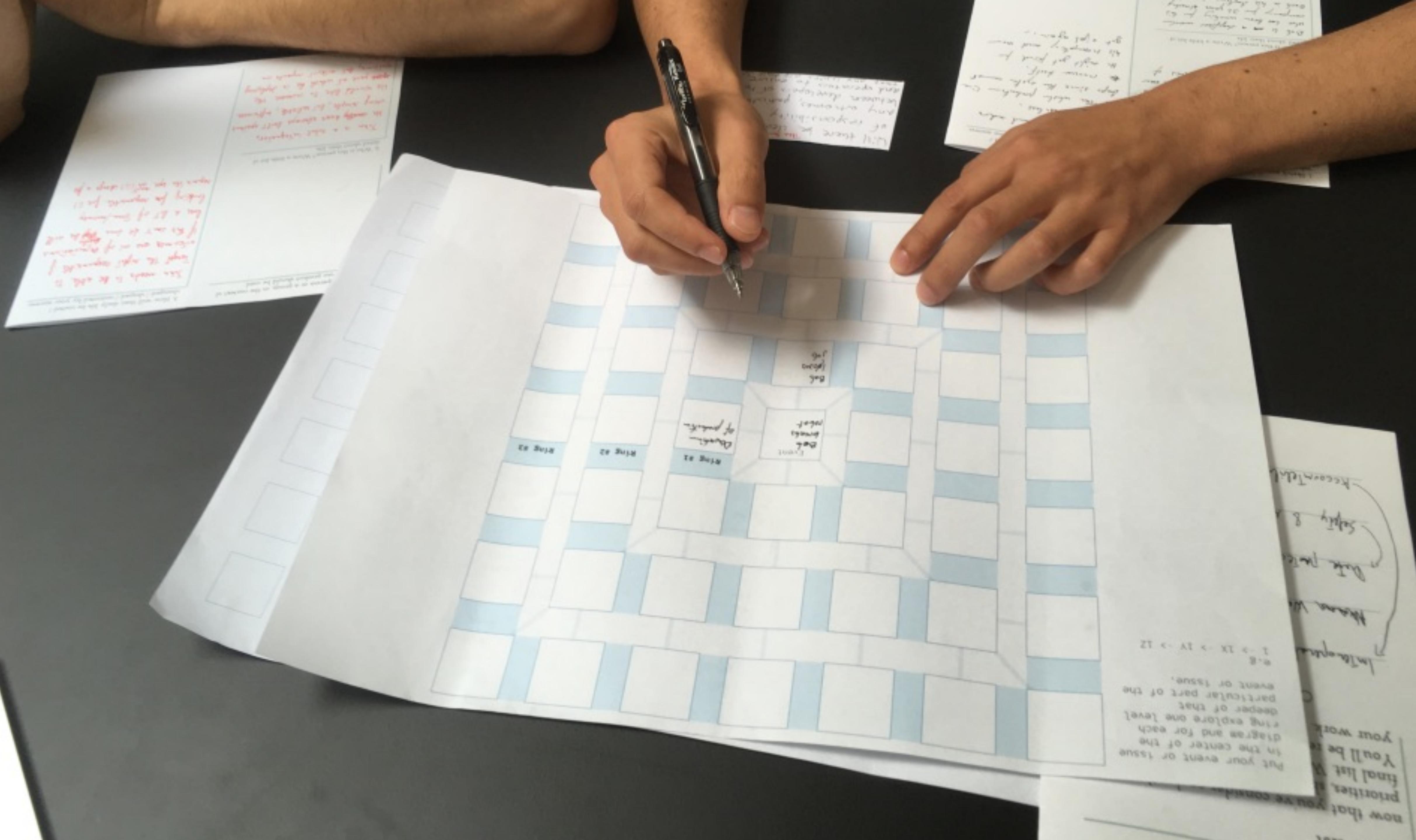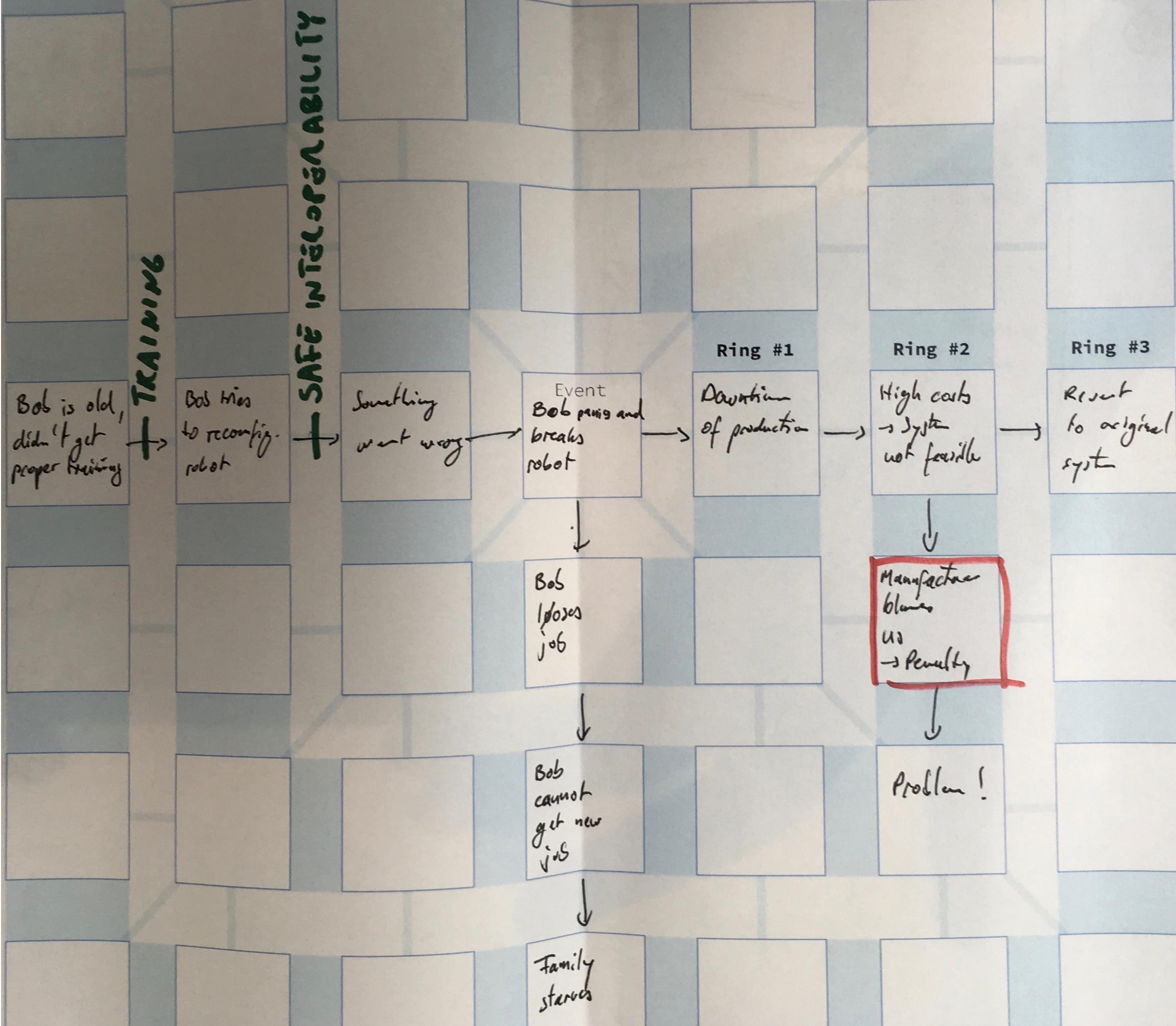
Top annotations

provider

World wide

Ring #3   Ring #2   Ring #1

Event

TRAINING

SAFE INTEROPERABILITY

				Ring #1	Ring #2	Ring #3

Bob is old, didn't get proper training → Bob tries to reconfig. robot → Something went wrong → **Event** Bob panics and breaks robot → Downtime of production → High costs → System not feasible → Reset to original system

Bob breaks robot ↓

Bob loses job

↓

Bob cannot get new job

↓

Family starves

High costs → System not feasible ↓

Manufacturer blames us → Penalty

↓

Problem !

Constraint the user to that wrong choice can't be made.

Safety checks on the config.

Here's an idea
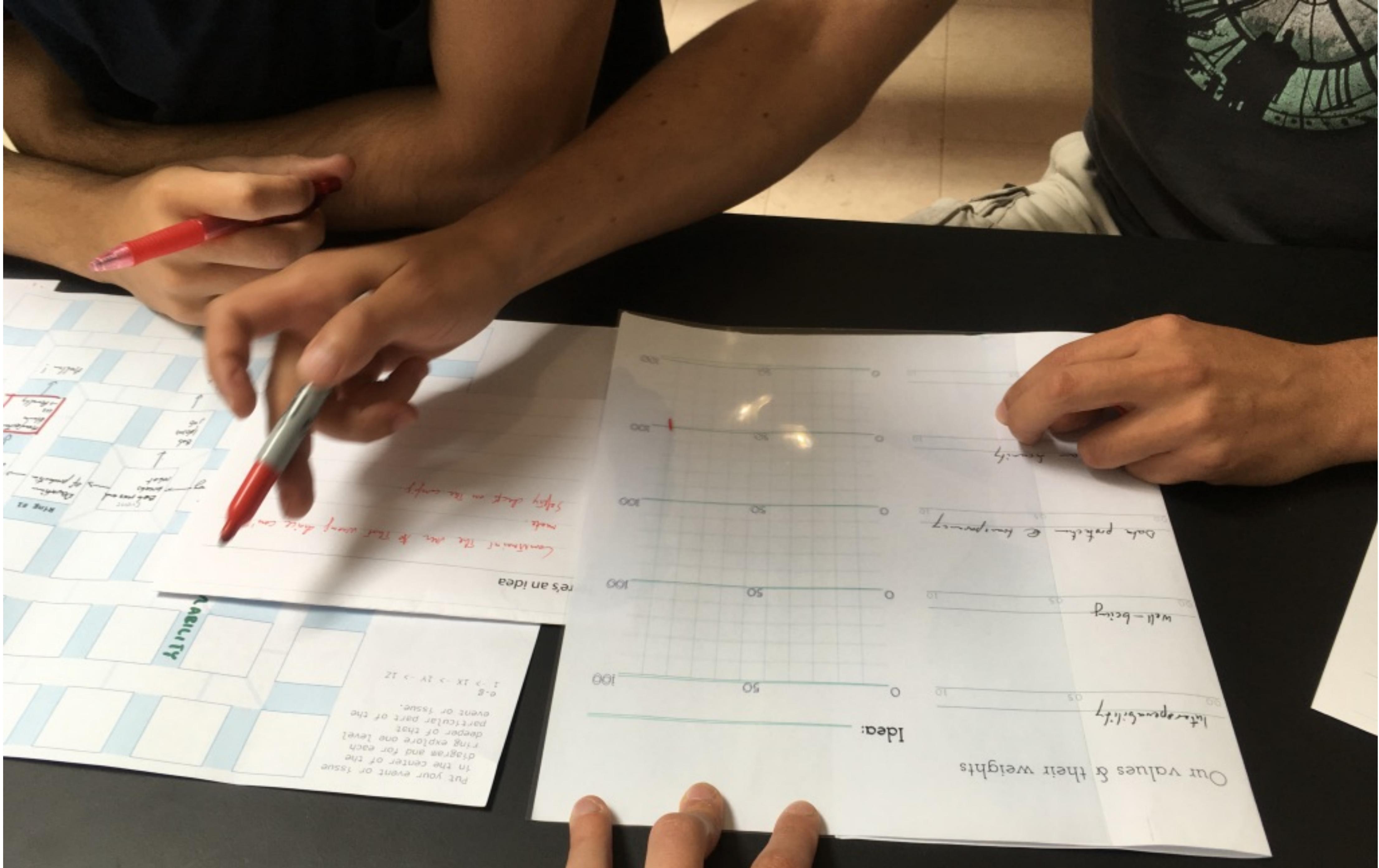
technical safety net and preventive in design phase (testing)

Here's an idea
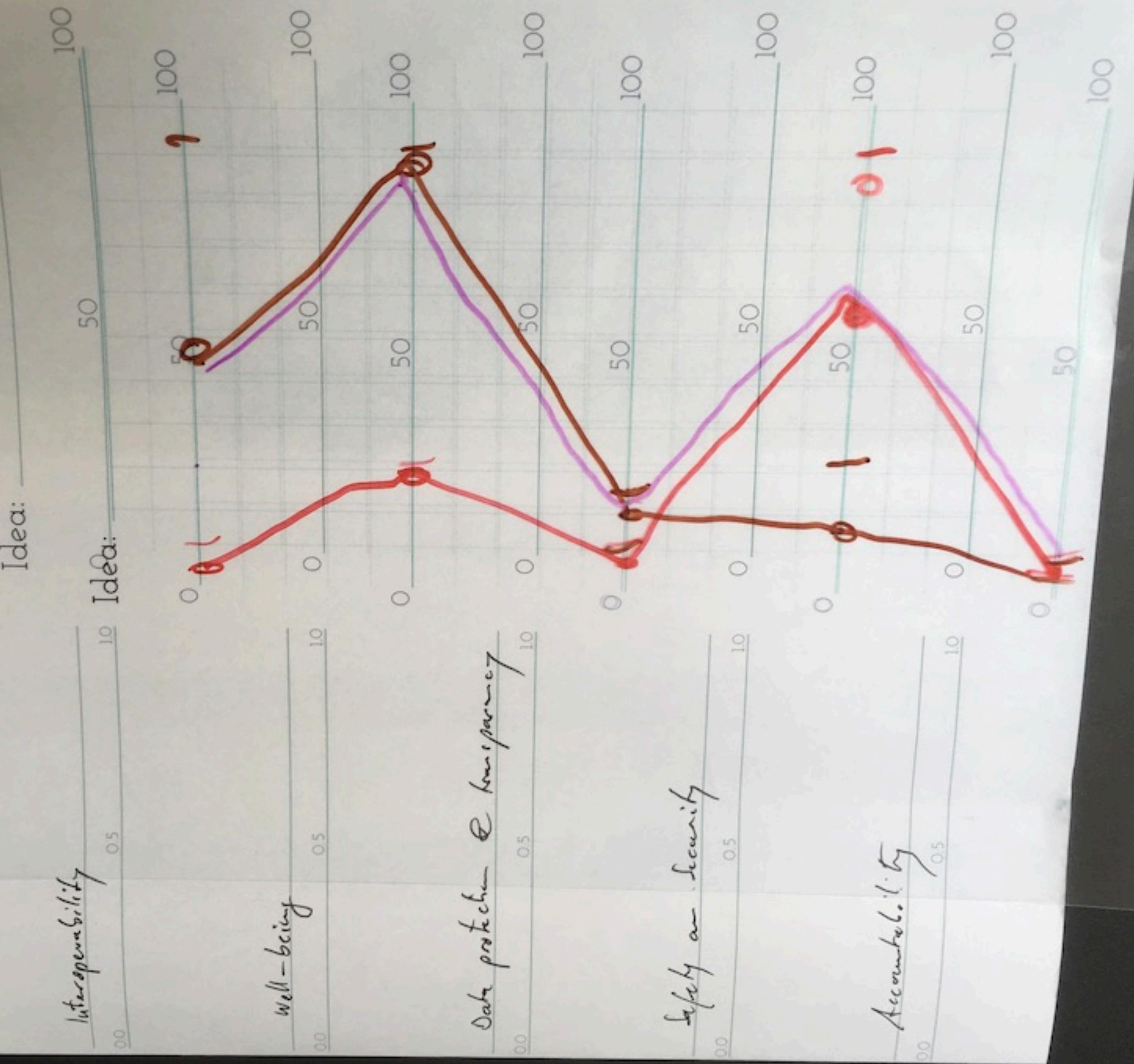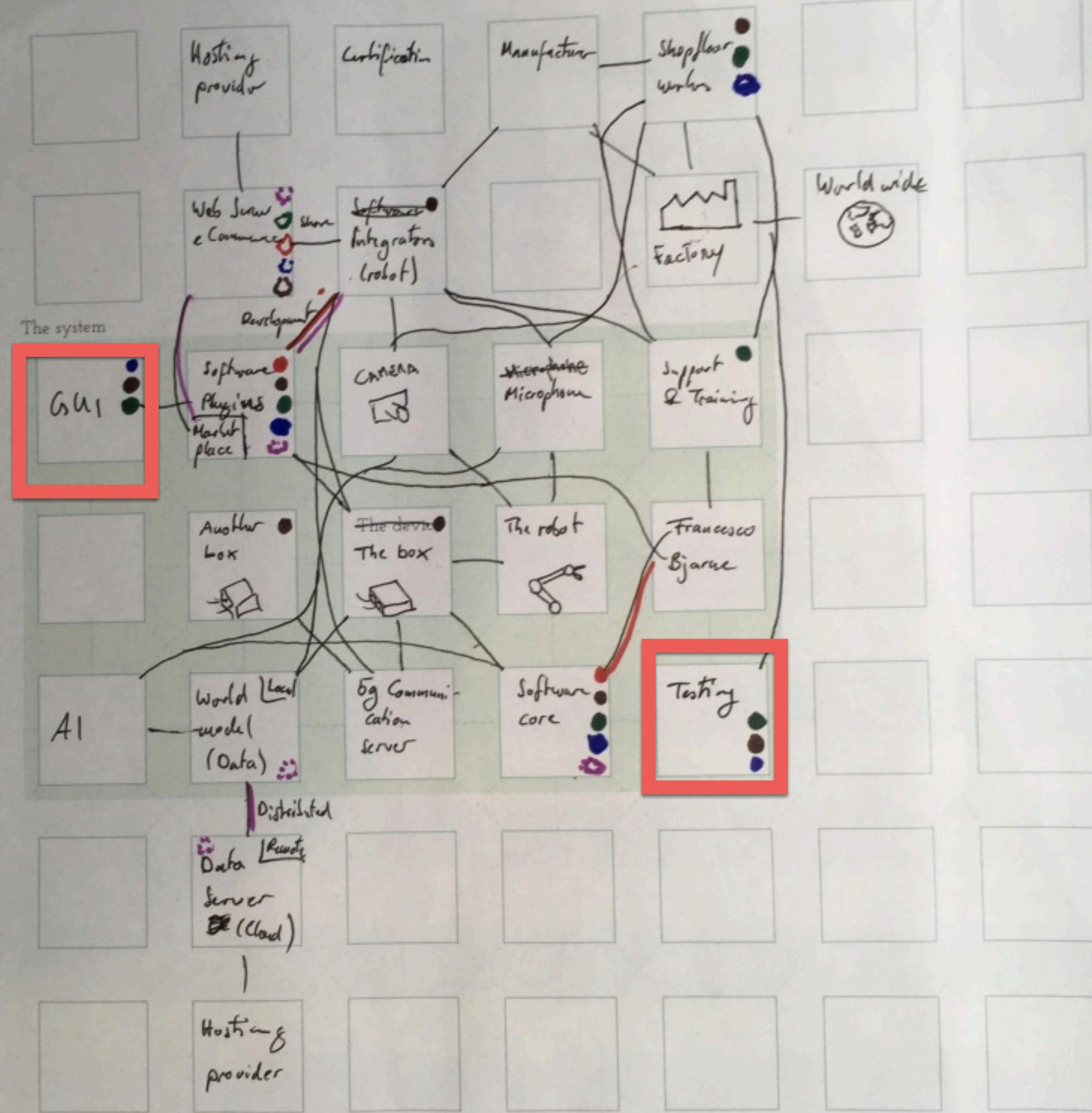
Feedback from shopfloor worker during design phase: Human-centric design

Will there be clear lines *There should be* of responsibility for any outcomes, particularly between developers of tools

Our values & their weights

Idea: _____

Interoperability

well-being

Data protection & transparency

Safety and Security

Accountability

The system

Hosting provider · Certification · Manufacturer — Shop floor workers

Web Server e Commerce — Store — Software Integrator (robot) · Factory · World wide

Development

GUI · Software Plugins · Camera · Microphone · Support & Training

Marketplace

Another Box · The box · The robot · Francesco Bjarne

AI · World model (Data) Local · 5g Communication server · Software core · Testing

Distributed

Data Server (Cloud) Remote

Hosting provider

Final list

now that you've consider each other's priorities, shift the values to show your final list. When done, commit to it. You'll be revisiting this a lot throughout your work.

Our prioritised values

Interoperability

Human Well - being

Data protection & Transparency

Safety & security

Accountability

Integrating PESIA

Facilitation
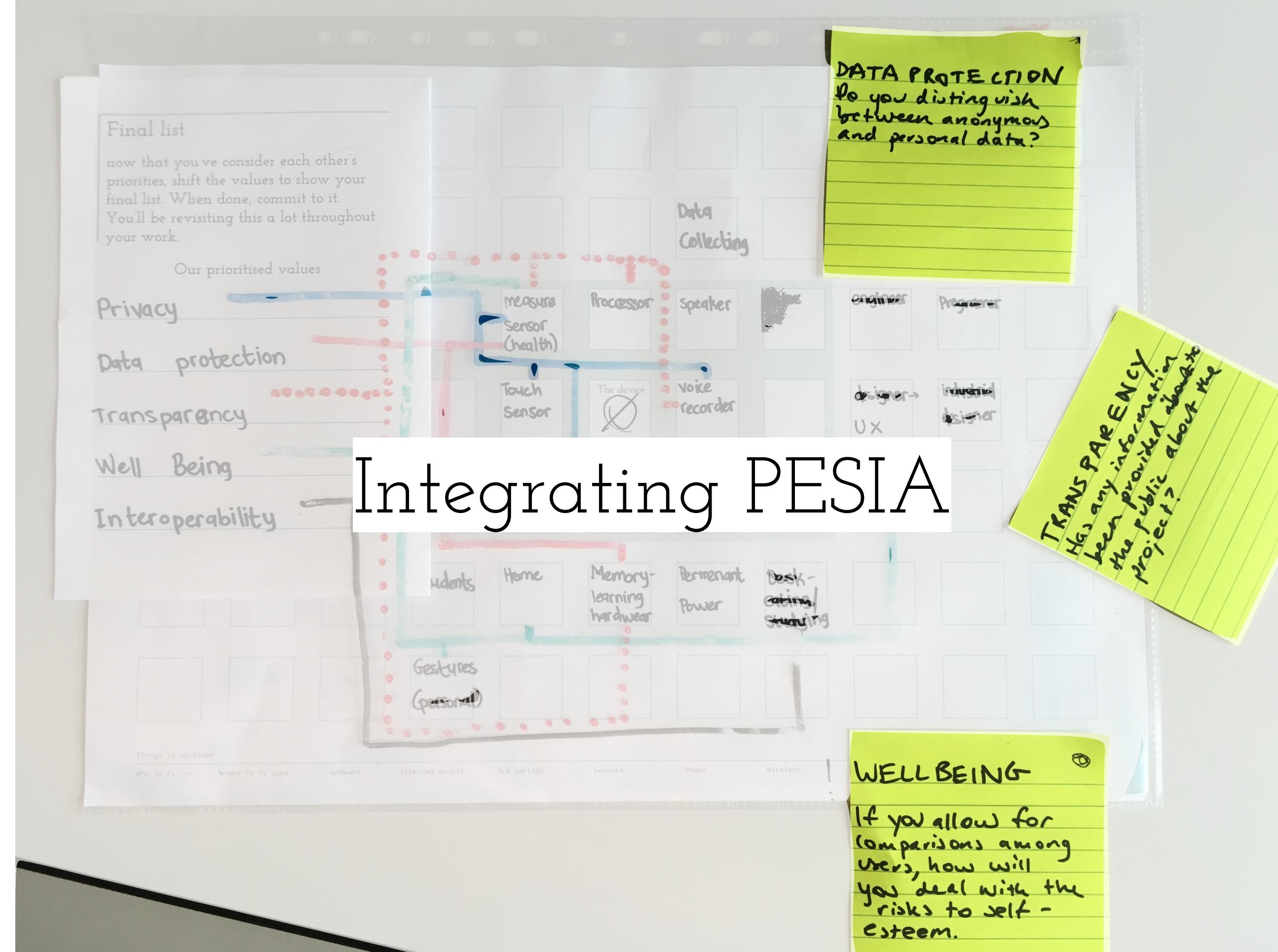
Engagement

PART FIVE:
REFLECTIONS

Challenges
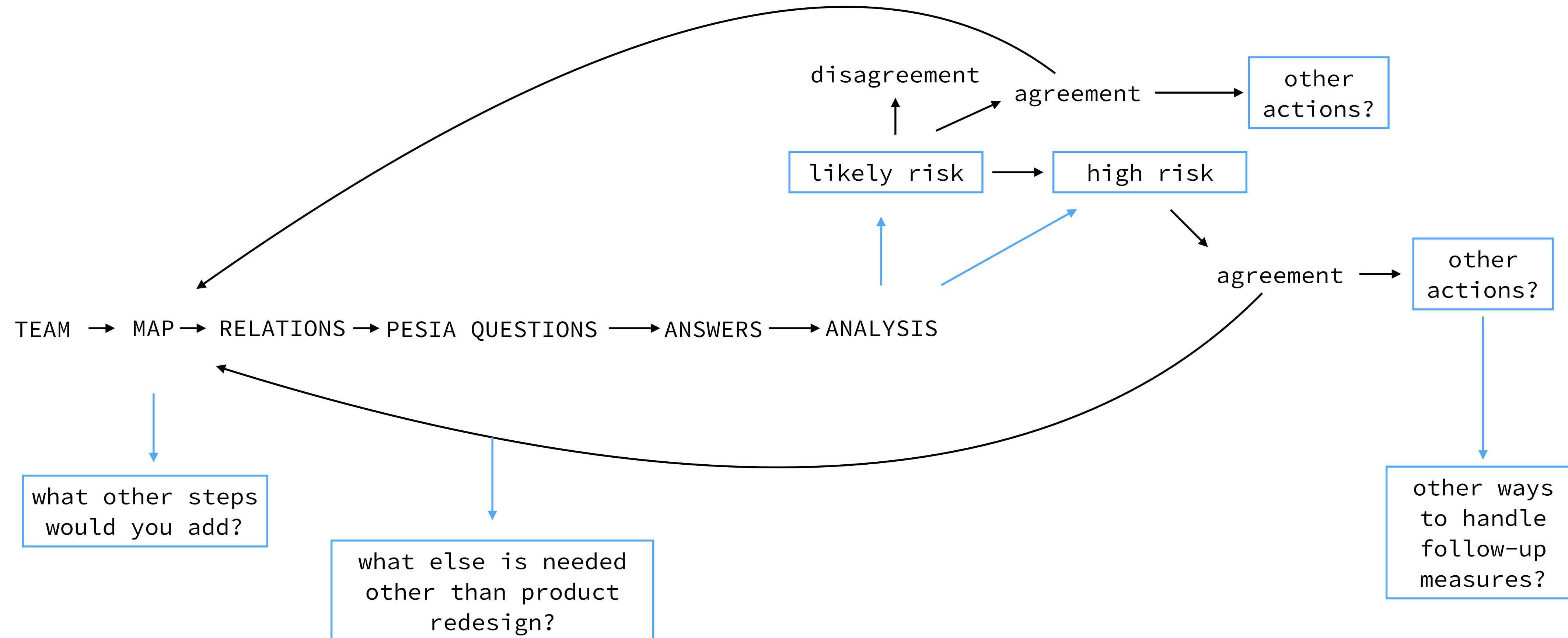
PART FIVE:
REFLECTIONS

Challenges:

- What else is needed before, during, after an assessment?

- Impact of hardware design and component decisions

- How do you make sure there are outcomes and not just a nice diagram and ethics washing?

PART FIVE:
REFLECTIONS

disagreement

agreement → other actions?

likely risk → high risk

TEAM → MAP → RELATIONS → PESIA QUESTIONS → ANSWERS → ANALYSIS

agreement → other actions?

what other steps would you add?

what else is needed other than product redesign?

other ways to handle follow-up measures?

*WHAT IS NEEDED BEFORE, DURING AND AFTER PESIA?

*THEN WHAT?

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PART FIVE:
REFLECTIONS

What we did:

PART TWO:
ENGAGING WITH PESIA

We are working on a product at our start-up.

1. Get to know the diagram of the elements of your
    respective products.

2. Now add any relations (users + makers + stakeholders).
    Who is related (using, impacted, connected to) to each
    element in your product?

3. What are your ethics, and specifically, your values
    while working at OldLifeWell?
    a. Individually, take ethical concepts you would like
        to have at OldLifeWell and bring them back to your
        table
    b. In your table group, discuss each ethical concept.
        If there are any with divergent definitions, or
        words that one group member is "not ok with",
        discuss with the knowledge that you need to work
        together on this product for the next 100 years.

4. Consider **PESIA questions**

5. Is there a problem?
    a. Play a role / devil's advocate / push each other

PART TWO:
ENGAGING WITH PESIA

5. Is there a problem?
   a. Play a role / devil's advocate
   b. If yes + you **agree** there is a problem:
      • Revisit your product map
      • Mark-up with ±3 ways to address problem
      • Decide which one you will take
      • Commit the change on your product map
   c. If yes but **inconclusive** (1 yes, 1 no):
      • 1st try: create a scenario of why you should care about this PESIA answer: a user story, an imagined possible future outcome that could come from your PESIA answer?
      • Then go back to 4.
      • 2nd try: create a positive / negative news splash from your PESIA answers. What's the headline?
      • Then go back to 4.
      • 3rd try: brainstorm your own.
   d. If no:
      • How would you communicate this good news?
      • To whom, through what medium?

PART TWO:
ENGAGING WITH PESIA

Reflect + Re-make

PART TWO:
ENGAGING WITH PESIA

what else is needed
to grasp answer's
implications?

5. Is there a problem?

a. Play a role / devil's advocate

did different ideas
of "ethics" come out
when talking here?

b. If yes + you **agree** there is a problem:
- Revisit your product map
- Mark-up with ±3 ways to address problem
- Decide which one you will take
- Commit the change on your product map

any other actions
you would take?

what kind of
scenarios were more
persuasive?

c. If yes but **inconclusive** (1 yes, 1 no):
- 1st try: create a scenario of why you should
  care about this PESIA answer: a user story, an
  imagined possible future outcome that could
  come from your PESIA answer?

how else can we
get our PESIA
respondents to care?

- Then go back to 4.
- 2nd try: create a positive / negative news
  splash from your PESIA answers. What's the
  headline?

other ideas of
"trump" cards?

- Then go back to 4.
- 3rd try: brainstorm your own.

any other important
activities or
actions here?

d. If no:
- How would you communicate this good news?
- To whom, through what medium?

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PART TWO:
ENGAGING WITH PESIA

> if there were misunderstandings, what would have helped here?

We are working on a product at our start-up.

1. Get to know the diagram of the elements of your respective products.

2. Now add any relations (users + makers + stakeholders). Who is related (using, impacted, connected to) to each element in your product?

> was your map at all prioritised, or weighted?

3. What are your ethics, and specifically, your values while working at OldLifeWell?
   a. Individually, take ethical concepts you would like to have at OldLifeWell and bring them back to your table
   b. In your table group, discuss each ethical concept. If there are any with divergent definitions, or words that one group member is "not ok with", discuss with the knowledge that you need to work together on this product for the next 100 years.

> if there were misunderstandings, what would have helped here?

4. Consider **PESIA questions**

5. Is there a problem?
   a. Play a role / devil's advocate / push each other

PART FIVE:
REFLECTIONS

PLANS

What happens next in the project
and how can you continue to be
involved if interested?

The Package

PART FIVE:
REFLECTIONS

THANK YOU!