



What if everyone in the world had your product? This tool is good for working out the And your product does not take into consideration implications of your ethical Answer the question on the top of the diagram. What would the What kind of impact would it have on the world? challenges, assessing the roots of good, weird, and bad scaenarios be? For each branch of this the challenge and ideating options tree, come up with scenarios. to address the challenge Step 2. For each scenario, flesh out what the potential Use this tool when trying to impacts would be. understand why a given decision has Good scenario Weird scenario Bad scenario ethical dimensions 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



