

AN OUTRAGEOUS
PROPOSITION
FOR AN
EMPIRICAL IDEA.

Brooke Rogers

Capstone Spring 2021

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“I think I’ll
try defying
gravity”

-Elphaba, Wicked

First and foremost I am extremely grateful to my professors, Prof. Willard and Prof. Gridley for their invaluable advice, continuous support, and patience throughout the past years in my undergraduate studies. Their immense knowledge and plentiful experience have encouraged me in all the time of my academic research and daily life.

Nobody has been more important to me in the pursuit of this project and my studies than the members of my family. I would like to thank my parents, whose love and guidance are with me in whatever I pursue. They are the ultimate role models. Most importantly, I wish to thank my sister for her technical support. She pushed me, critiqued me and guided me for me to go above and beyond. I would like to acknowledge my brother who provide unending inspiration and constantly challenging me to work harder.

There are many people that have been part of this long process that I am truly grateful for during my education. I cannot express enough thanks to a bunch of friends, coworkers and family that I would constantly share and ask for feedback from.

Finally, thanks to the members of the University of Tampa Art + Design community who participated in helping me along my journey as a designer. I've enjoyed the opportunity to get to work closely with all of you in these past years. Thank you for pushing me professionally and for making it such a pleasure to be at work each day.

Here's to endless possibilities and a long journey in front of me.

01.

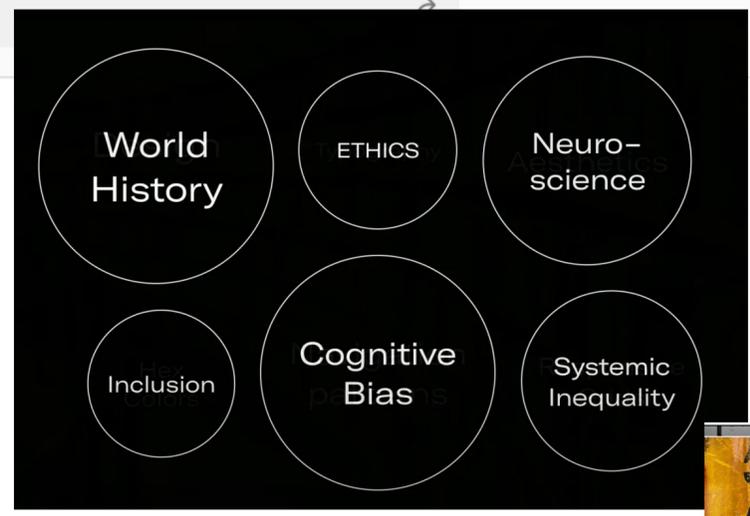
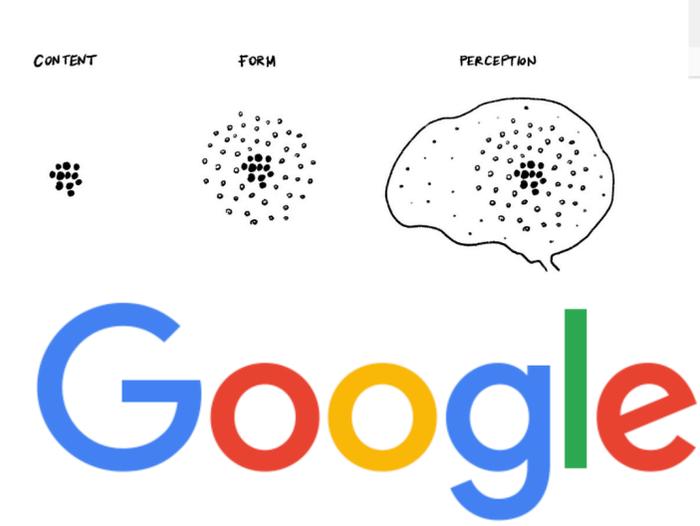
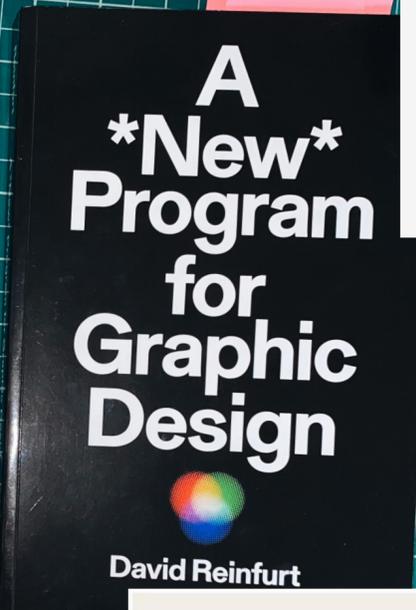
BRIEF OVER- VIEW

My degree project “An Outrageous Proposition For An Empirical Idea” encapsulates my work and research from my senior year at The University of Tampa. It utilizes to set the same ethical standards for the user-centered design world as we have for the physical aspects of life and society. Society has since long reached a point where digital life affects everyday human life in a very real way. I have researched, strategized, and developed my own personal values and views with ethics in user experience design. This manifesto is a concrete foundation that builds our universe. It guides the structure of society-our institutions, communities, environment, and systems.

We must prioritize the importance of evolving user experience design in relation to honest communication and ethical-moral foundations.

“Without ethical consideration while designing for the user experience, the consequence of the design will be unpredictable.”

- Brooke Rogers



Inspiration

Google Search I'm Feeling Lucky

- 1 Good Design Is Innovative
2 Good Design Makes a Product Useful
3 Good Design Is Aesthetic
4 Good Design Makes A Product Understandable
5 Good Design Is Unobtrusive
6 Good Design Is Honest
7 Good Design Is Long-lasting
8 Good Design Is Thorough Down to the Last Detail
9 Good Design Is Environmentally Friendly
10 Good Design Is as Little Design as Possible



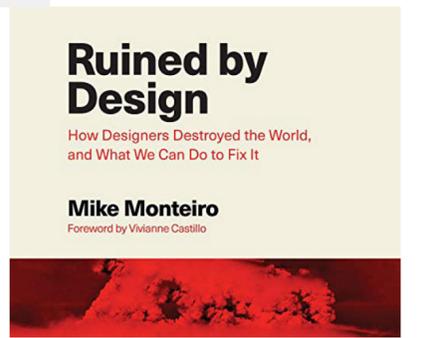
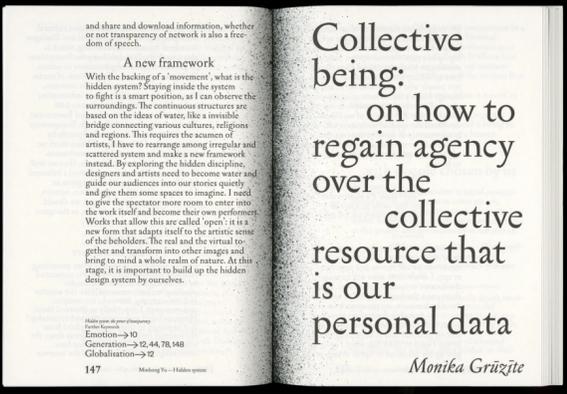
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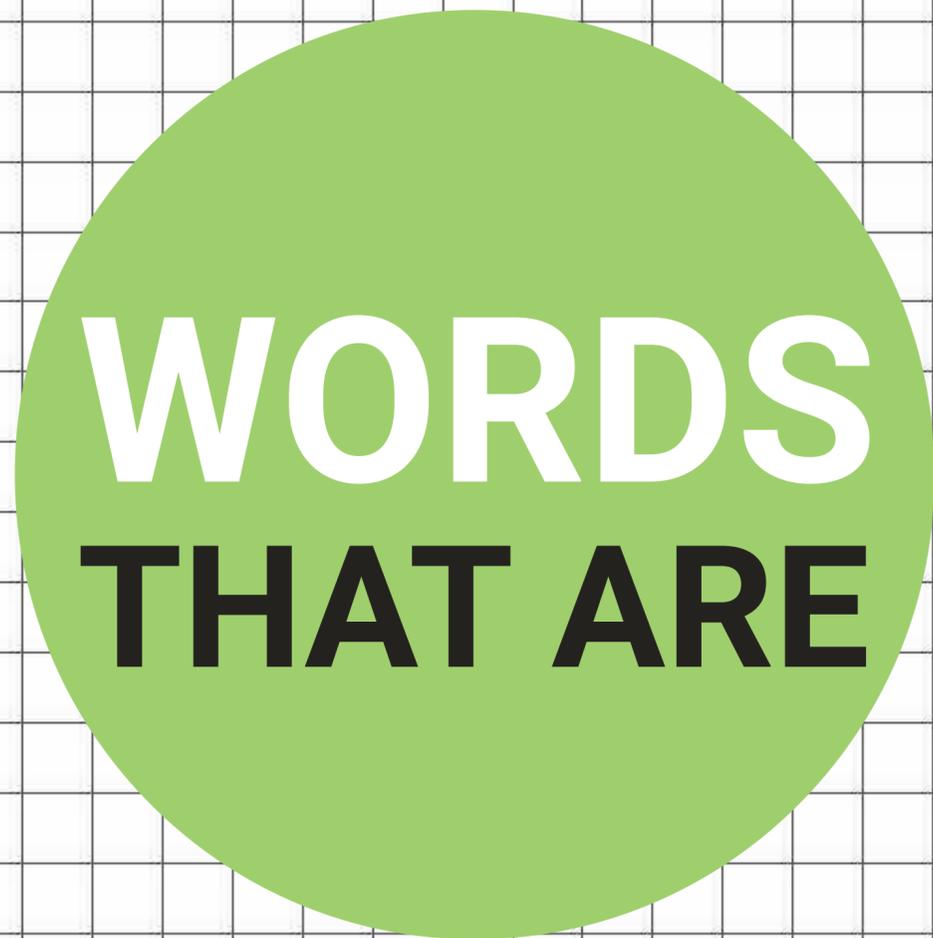


In design, be logical, search for truth, be clear.

I used to be a design student

Leverage technology in a purposeful way





KEY

- User Experience**
- Perception**
- Ethics**
- Instructive**
- Service**
- Usability Testing**
- Data**
- Dark Patterns**
- Awareness**
- Educate**
- Patterns**
- Content**
- Accountability**
- Interaction Design**
- Patterns of Response**

REFLECT

IDEATE

REFINE

IDEATE

RESEARCH

REFINE

SELECT

“DESIGN PRACTICES CAN INVOLVE MANY GENRES OF ETHICAL PROBLEMS”
- LESLIE BECKER (2012)

EVEN THOUGH DESIGN PROFESSIONALS HAVE BEEN DISCUSSING ETHICS FOR DECADES, THERE IS NO CONVERSATION ABOUT WHAT METHOD IS BEING USED TO DEFINE WHAT IS A RIGHT ACTION.

Designing Morality

Ethics for Design
12 designers and researchers discuss the impact, sometimes harmful, of design on our societies and the paths to follow for designers to work for the good of all and not just a few.
What is the role of a designer?

Based on Mike Monteiro's book *Ruined By Design*, this animation translates his first of ten design ethics into a digestible video to be shared among designers online.

A designer is first and foremost a human being.

Before you are a designer, you are a human being. Like every other human being on the planet, you are part of the social contract. We share a planet. By choosing to be a designer you are choosing to impact the people who come in contact with your work, you can either help or hurt them with your actions. The effect of what you put into the fabric of society should always be a key consideration in your work.

Every human being on this planet is obligated to do our best to leave this planet in better shape than we found it. Designers don't get to opt out.

When you do work that depends on a need for income disparity or class distinctions to succeed you are failing your job as a citizen, and therefore as a designer.

As a part of our daily routine, user experience designers “hack” into the thought patterns of their users. When they succeed, it very likely results in the success of the product itself. The process starts by choosing which options are available, while limiting personalization capabilities. It continues through stages where the flow dictates the user's actions using learning steps, reaching the point where the system benefits from predicting behavioral patterns.

why we care: if we are the ones who plan the processes and make the decisions, these are topics that ought to be addressed from a professional standpoint. No one would like to be labelled as the creator of an app that makes its users feel uncomfortable to interact with. For company owners, it is even more significant. Users today have a developed sense of critique.

IT IS IMPORTANT TO UNDERSTAND THE REASONING BEHIND WHY DESIGNERS DESIGN THE WAY THEY DO FOR YOUR EXPERIENCE—the reaction out of you and what it is important to have ethics

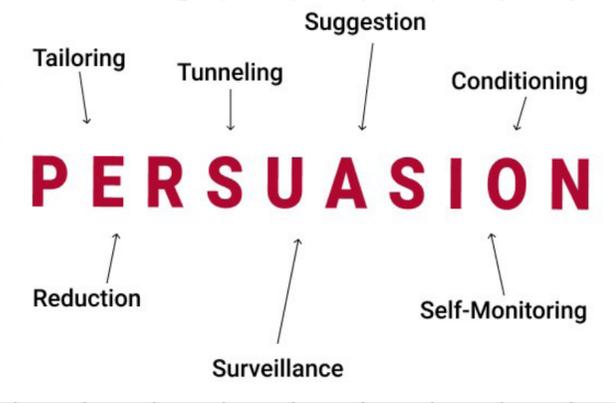
THE MESS

This spread a visual representation of my mindset at this stage of the process.

A lot of thought and exploration went into figuring out what I wanted my capstone project to be.

humans naturally develop patterns of thinking modeled on the repetitive activities and commonly accessed knowledge.

These patterns of thinking are often referred to as schemas, which are organized sets of information & relationships between things, actions, thoughts and are stimulated and initiated in the human mind.



Who gets to decide what we end up with and what is not a good collective decision to invest in? I mean, do we even want it?

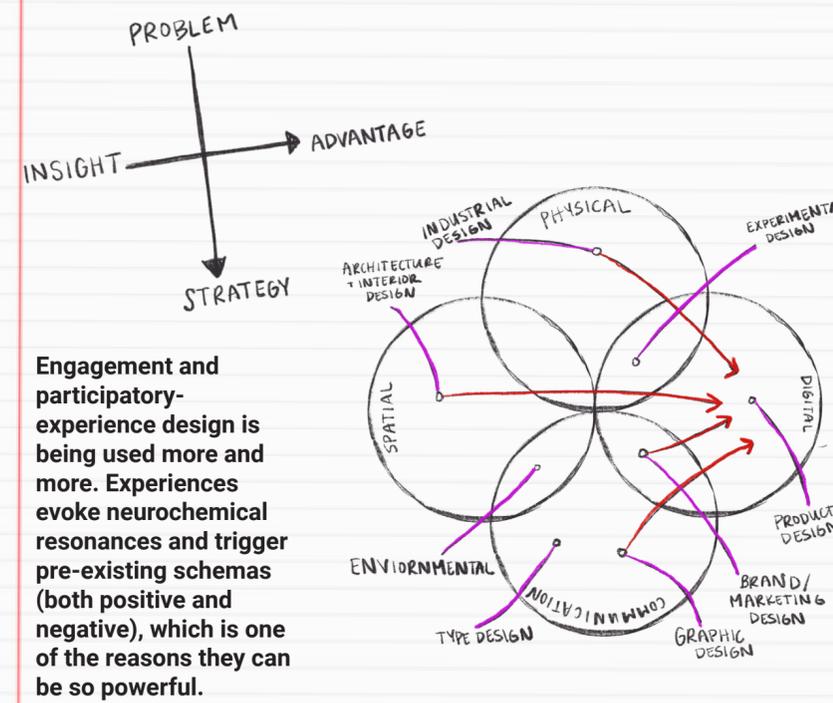
- The questions that we as UX designers are concerned with are these:
- Does the site or application give the user value?
 - Does the user find the site or application simple to use and navigate?
 - Does the user actually enjoy using the site or the application?

“Humans have always been emotional and have always reacted to the artifacts in their world emotionally.”
- Alan Cooper, President of Cooper

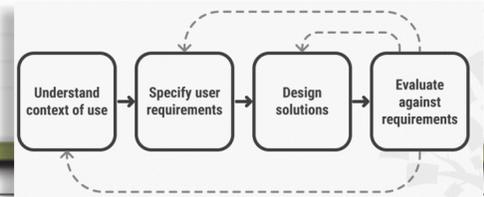
“Empathy is at the heart of design. Without the understanding of what others see, feel, and experience, design is a pointless task.” - **Tim Brown, CEO, IDEO**

How can we use design as a catalyst for activating the cerebral elements that enable and empower people, rather than pacify and placate?

USER CENTERED DESIGN:
Considers the user during all phases by gathering feedback.



How can one actually be ethical if they don't know how they will respond to a situation until they are being challenged by it?



“ I AM A FIRM BELIEVER THAT DESIGN SOLVES PROBLEMS — WHILE BEING ABLE TO BE A FLUID CONCEPT. DESIGNS PURPOSE IS TO BE FUNCTIONAL AND COMMUNICATE A MESSAGE. I AM A STRONG ADVOCATE FOR DESIGNING WITH AESTHETIC AND EMOTIONAL PURPOSES. AS A DESIGNER, IT IS IMPORTANT TO HAVE BALANCE. THE BEAUTY OF A CREATIVE FIELD IS THAT WE ARE GIVEN THE OPPORTUNITY TO DECIDE WHAT WE WANT OUT OF THE JOB. ”
- BROOKE

VISUAL RESEARCH:

(all images are from my sources)

02.

PROB-

LEM

QUESTION

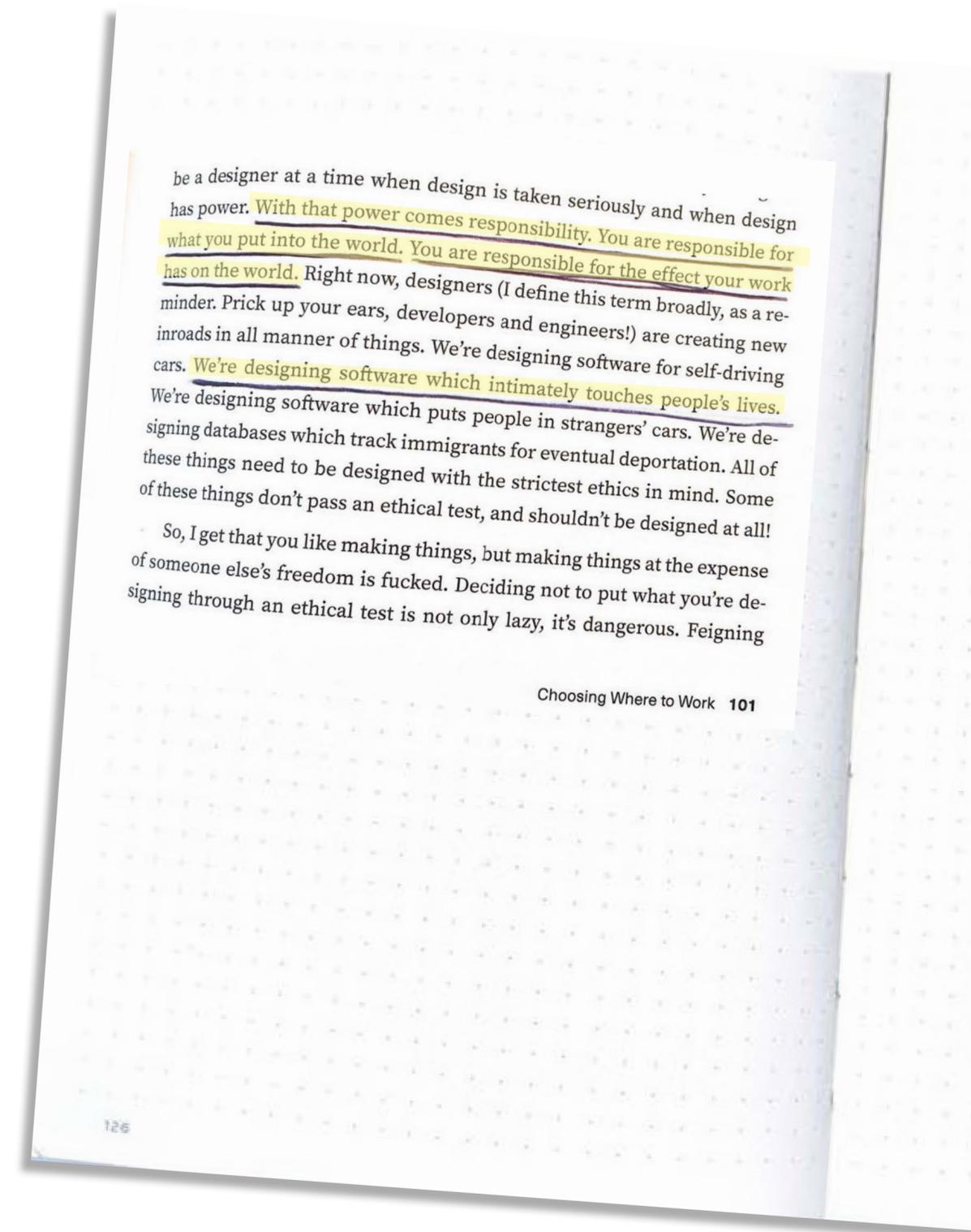
While our culture of Internet addiction and social gratification continues, how can designers adapt a more ethical approach to UX design that puts out the user's best interest at heart?

WHAT'S NEXT

It's time to set the same ethical standards for user experience design as we have for the physical aspects of life. My purpose is to study ethics in user experience because I believe design needs to be accountable. Designers need to lead ethically and own the responsibility that comes with the job. There is a realization that there is no clear approach that unifies thinking across disciplines. While many agree, that design is crucial, there is little effective guidance that enables a broader approach to help guide and signpost people when developing or considering solutions. ...Etc.

To understand this complex topic and then go on to inspire change in the design process, we need to understand how design designs us. Whether you like it or not, design is manipulating your brain and making you do things in specific and particular ways. There is the autonomy of choice. You can opt-in or out of particular design experiences. Just like all of the hacks we make in our phones' user experience or the 'desired paths' humans make when walking around pre-determined courses of actions.

Anyone capable of creating such an experience underestimates the power they hold. I believe design can be used as a catalyst for positive social change, but much design is done without the intent to create outcomes that do so.



03. SOLU- TION

This solution is to create an ethical code of conduct for other creators and designers that are looking to provide an experience for the general public.

Insight: From the background it is discussed that the conscience of an individual greatly affects their ethics. As a result it is important to make the designer aware of their actions, as well as creating a sense of community in order to develop the designer's conscience.

Strategy: Creating a experience through a written manifesto that is in your face about my words and values.

Message: This message conducts an important insight from a junior designer standpoint of the power designers have in user experience.

Solution: This solution is to create an ethical code of conduct for other creators and designers that are looking to provide an experience for the general public.

Call to action: Write a manifesto that will allow to create controversy and conversation about this important topic. This topic allows for designers and viewers to understand the importance of ethics within user experience design.

that one of the things being shared was an advertising identifier that could be matched to a device or profile. It was designed to work that way.¹⁴

On November 6, 2016, Donald Trump received 2.9 million fewer votes than Hillary Clinton. The Electoral College—originally designed by elite white men to entice agrarian, slave-owning states to join the union—handed the election to the candidate with fewer votes, who also happened to be a white supremacist. It was designed to work that way.

The world isn't broken. It's working *exactly* as it was designed to work. And we're the ones who designed it. Which means we fucked up.

There are two words every designer needs to feel comfortable saying: "no" and "why." These words are the foundation of what we do. They're the foundation of our ethical framework. If we cannot ask "why," we lose the ability to judge whether the work we're doing is ethical. If we cannot say "no," we lose the ability to stand and fight. We lose the ability to help shape the thing we're responsible for.

Every single one of those examples above could've been stopped by enough people asking "why," saying "no," or a combination of both.

WE ARE GATEKEEPERS

Victor Papanek, who offered us a path toward developing spines in *Design for the Real World*, referred to designers as gatekeepers. He reminded us of our power, our agency, and our responsibility. He reminded us that labor without counsel is not design. We have a skill-set that people need in order to get things made, and that skill-set includes an inquiring mind and a strong spine. We need to be more than a pair of hands. And we certainly can't become the hands of unethical men.

As Victor said, "The only important thing about design is how it relates to people."

We are gatekeepers. Nothing should be making it through the gate without our labor and our counsel. We are responsible for the effects of our work once it makes it out into the world. What passes through that gate

THESIS

& ABSTRACT

TRACT

04.

Today, there is a lack of discussion surrounding the ethical measurements of creating and maintaining an understanding of the users and the responsibility the designer holds. My capstone aims towards contributing to research in design ethics within user experience. Ethics embodies what it means to be human while design channels thinking into an everyday creation. The written manifesto offers solutions while posing questions on how ethics, designers, and users can interact through design and the process in hopes to bring out the importance of an ethical standpoint.

The research that was taken place contributes to the discourse on ethics in user experience by expanding an understanding of the ethical values of user involvement. Ethical guidelines must be dynamic and responsive, and participation should be carried out using methods for continuous critical reflection. This study contributes to practice by providing some guidance for those who intend to involve users in design situations.

05. RESEARCH

1. DIFFICULT CONCEPT TO DEFINE
2. IMPORTANCE OF ETHICS
3. THOUGHTS ON WHY
4. CASE STUDIES

ETHICS IS PROBABLY THE MOST DIFFICULT CONCEPT TO DEFINE.

New technologies have always produced unplanned consequences, but user experience designers face several ethical challenges with the rise of newly developed technology and our interaction/ dependence. This is the intersection of design, a complex assembly of uncertain symbols and senses, where both the subject and object consume and test each other. I am here to create a conversation as to why user experience is so important to understand and create terms in which creators should understand the power they control. Ethics is a indefinite question of what is desirable for the good of all. It is unthinkable that designers do not take their part in this questioning. Every human being on this planet is obligated to do our best to leave this planet in better shape than we found it. **Designers don't get to opt-out of it.**

IMPORTANCE OF ETHICS IN DESIGN

The natural origin of design ethics is constantly misunderstood with ordinary responses seeking a way to answer a complex and personal set of experiences and values. The difficulty in defining ethics comes from the varying views of human nature. If a person believes in absolute morality, this will affect the viewer's ethics (Code of ethics). Society has developed this idea where we have this notion of "the right thing to do" but now it is becoming clouded by personal beliefs or value systems. Finding decisions where all elements intersect in a coordinated and symmetrical manner is challenging, if not outright impossible. Due to all these different human experiences in life, ethics in most humans' eyes will never be universal.

As centuries have passed, more versions of ethics and the subject's implications, for the way we live our lives, have emerged. New technologies have always produced unplanned consequences, but user experience designers face several ethical challenges with the rise of newly developed technology and our interaction/ dependence.

This is an intersection of design, and a complex assembly of uncertain symbols and senses. This is where both the subject and object consume and test each other. I am here to create a conversation as to why user experience is so important to understand and create terms in which creators should understand the power they control. Ethics is an everlasting question of what is desirable for the good of all and it is unthinkable that designers do not take their part in this questioning. Every human being on this planet is obligated to do our best to leave this planet in better shape than we found it. Designers don't get to opt-out of it (Monteiro, M., & Castillo, V.).

In recent years, design conversations have added the concept of empathy as a central aspect to how the designers within user-center projects establish this deep understanding of the users. Meaning this informs what the optimal user experience should include (Hassenzahl M., Tractinsky N.). Empathy is a core interest for contemporary explorations of user-centered

design and experience design. The three main concepts of this problem space are; the designer, the user, and the experience. In this, the relationship between the user and the designer is the focus of the design process and the succeeding design. This establishes a responsibility of the designer towards how to plan the experience for the user. It then follows the responsibility of taking an ethical attitude towards both the user, the experience, and the design. Theoretical design is one out of many ways that creators can begin to understand the conditions they create and affect. Analyzing contexts and moving away from the expected towards the possible, plausible, and preferable can provoke new platforms, systems, processes, and design discourse by breaking things down and building up newer ways.

CASE STUDIES

Throughout my research, I have studied case studies that match ethical concepts to real-world situations. From performing arts to foreign policy, these cases explore a range of current and historic ethical dilemmas, motivating biases, and all of the consequences.

One of many examples is the marketing of Sunny Delight in the UK that was aimed to appeal and direct both children and their parents to believing that this drink was the healthiest choice. Adverts appealing to children were launched demonstrating the attractive quality of Sunny Delight through inclusive friendship groups and fun circumstances. It then became apparent that the drink was not as healthy as the marketing suggested (Roberts, L., 2006.). Soon enough it emerged that Sunny Delight was ranging around 5% orange juice while the rest compromised of all sugar, water, vegetable oil, thickeners, vitamins, flavors, and colors.

The marketing of this campaign can be said to be unethical. The logo, adverts, shape of the bottle, and placement alongside fruit juice disguises the high sugar, low juice content of the drink. This was aiming to mislead the consumer. Furthermore, the manipulation of parents

into purchasing the product through providing easy, 'healthy' options for busy parents coupled with parental guilt for outcasting their children displays a disregard for marketing morals.

It is vitally important designers are provided with the knowledge to make informed decisions about their actions, or they may suffer from remorse. As seen in the case of James Montgomery Flagg. Flagg was the founding father of Uncle Sam and developed World War Two propaganda for the United States. In the opinion of David Hart (Roberts, L., 2006.), Flagg became corrupt by war efforts, away from his previous employment as a magazine illustrator. He became heavily involved in wartime propaganda, firmly believing in his cause, and it wasn't until the conclusion of WW2 he expressed remorse for the actions his work spurred (Roberts, L., 2006.).

Ethics in graphic design remains a primarily personal area, with rigid rules that do not define the appropriate use (or misuse) of talent and power. The moral framework is left to the designer's principles, often overruled by issues such as finance or career progression.

THOUGHTS ON WHY UX DESIGN

UX design problems are complicated. They involve the unpredictable phenomenon of human behavior. As designers, we're always in search of order, always seeking simplicity. When it comes to digital products, order and simplicity are virtues, but they aren't a starting point. If we think we can fully anticipate the needs of users based on past design solutions, we will miss opportunities to create products and experiences that truly delight. Holding this huge social and community obligation in responsibility as a designer, it is increasingly important for the design to be even considered "good" while having awareness of all socially and politically mindful of ethical issues. The purpose of these documentations is either to announce a set of principles, a platform for a party or movement or to stage an intervention for change. Writing a manifesto is great for getting thoughts together and finding out what you truly believe in, where you stand, and what you want to adjust to. Manifestos are very future-oriented, but they are also critiques of the present. Much like speculative and critical design projects – they share a critical look at where we are as a society or a discipline we might be headed – and might want to be headed – in the near and distant future.

User experience design impacts everyday life: how we understand and relate to

ourselves and each other, and therefore our reality. It becomes difficult to engage in a discussion on design ethics without insight into the designer as the crucial medium through which ethics are diffuse into the designed concept. Involving users in design is complex and ethically challenging. It entails sharing the power of design decisions with other designers and everyday users.

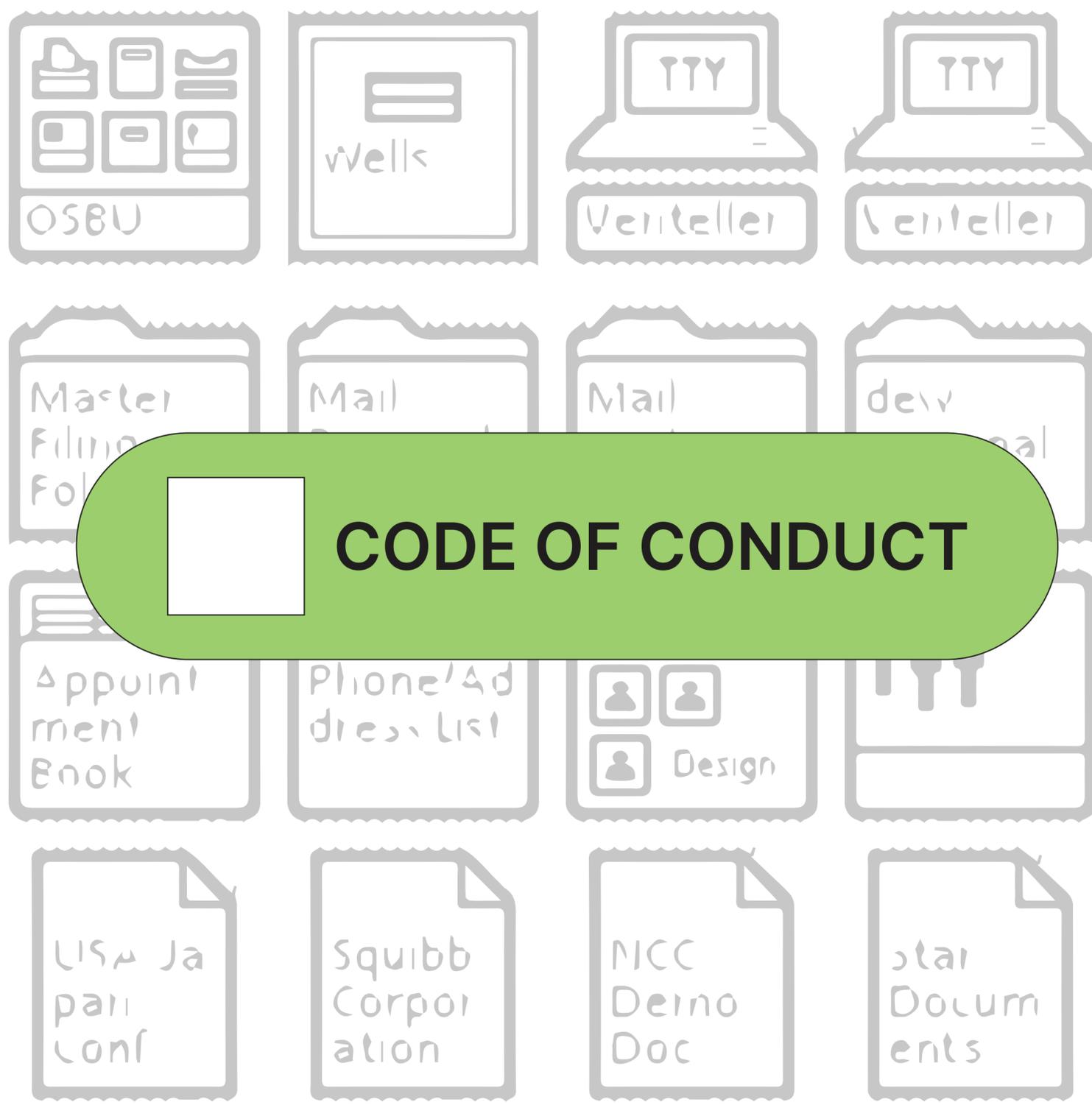
In this manifesto, I believe that designers have a great deal of power, designers take an idea and make it into a reality. We constantly influence, create change, and install something into society. There's no "code of conduct" or guide that designers must follow to keep everything 'clean and honest'. Designers have this moral obligation to uphold while aiming to create boundaries. We should design guided by ethics to identify the appropriate intentions and whether the design put forth will create a positive or negative effect upon its implementation in the immediate and distant future. Being able to practice ethical reasoning must and always should begin with user research. Designers are humans but to be the best designer you must set aside ego, assumptions, and immerse in research. Qualitative methods, such as user interviews, cognitive mapping, and case studies dig into user behaviors, motivations, and concerns.

MANIFI-

FESTO

What is a Manifesto?

According to Dictionary.com, a manifesto is a public declaration of intentions, opinions, objectives, or motives as one issued by a government, sovereign, or organization. A good brand manifesto is a psychological tool you can use to build an emotional bridge for your audience and make it attractive for them to cross. It is an essential component to generating a long-term relationship that can lead to customers who are advocates.



TRAITONS

OF MAIN THEMES

ORDERING A "CODE OF CONDUCT" ON THE IMPORTANCE OF ETHICS, HONESTY + AUTHENTICITY IN UX DESIGN

An Outrageous Proposition For An Empirical Idea

Without ethical consideration while designing for the user experience, the consequence of the design will be unknown.

Designers have visions and aspirations to create real-world experiences that exceed our daily expectations. They enable an idea to physically intervene with aim to attract, influence, and appease consumers. In direct reaction to these interventions, designers must account for all opportunities to encourage change, empower boldness, embody consumer's voices, and correct past design approaches that have been instilled into society. Designers, innovators, and makers must also acknowledge and account for the effects after implementation in immediate and distant future. These creators of understanding must succeed at filtering concepts that are based on unethical design decisions and while doing so uphold promises to develop and execute intervention in relation to foundational principles, policies, and plans. Overall focus must prioritize the importance of evolving design in relation with honest communication and ethical moral foundations.

As society's demands evolve, designers must adapt their skills and observations much like technology and psychologists. Stretching design limits to holistically observe can enable layers of knowledge, progression, creativity, and impact on the consumer. Humans consist of an underlying "blueprint" that ultimately breaks down how one is consciously aware and able to internalize the environment. The developing research within psychology provides the translation for designers to adapt to, account for, and intervene with accordingly. Those with the power to intervene must do so in a more intuitive and user benefitting manner while yearning to identify further problems to solve. The aim should always acknowledge common social debates and evolving issues. Designers must rigorously question reason and outcome while rationalizing underlying assumptions because for every solution there is a need and where there is a need, there is a person.

Designers are understood by their ability to utilize knowledge, observations, and research to encourage how users understand the environment. Design ethics is not specifically focused on the value of the work itself, but rather the execution in relation to individual and social values. User experience design has opened a gateway to understanding what visual design can appear like as the content of the message is being perceived. Daily lives are increasingly becoming more digitized permitting everything to be fingertips away and enabling secondhand experience to develop. As designers adapt with societal growth, ethical consideration must be prioritized throughout the process as authenticity, honesty, and communication are the fundamental goals.

DESIGN STYLE: MODERN SWISS DESIGN
1. BOLD TYPOGRAPHY

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WHAT AM I TRYING TO SAY? WHAT IS MY POINT?

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perspectives and morals.

8. Support shared feedback.

9. Understand and plan for economically, environmentally, and socially sustainable designs.

10. Incorporate planning for how to handle failure.

11. Be realistic about what is needed and the next possible solution.

12. Empower and support responsibility.

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WE USE OUR CREATIVE EXPERIENCE + SOCIAL AWARENESS TO CREATE MEANINGFUL USER EXPERIENCE THROUGH DESIGN

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01. As designers, we have visions and aspirations to create real-world experiences that exceed our own daily expectations. We enable an idea to physically intervene with aim to attract, influence, and appease users. In direct reaction, designers must account for all opportunities to encourage change, empower boldness, embody the user's voice, and improve past design approaches that have been instilled into society. Designers, innovators, and makers must recognize and account for the effects after implementation (implementation of what?) in the immediate and distant (near?) future. We must succeed at filtering out concepts of developing and executing foundational principles, policies, and plans. Designers should rigorously question reason and outcome while discussing underlying assumptions because for every solution there is a need and where there is a need, there is a person.

02. While our societal demands evolve, designers must accommodate new skills and observations. (When designers take into account the user experience, they must be compelled to design in ways that are less complex, something like that...) They must determine the problems to be solved by understanding what the user's relationship is with the design. Not just looking at problems to solve, but how the things designed interact with people's relationships. It has become this multiplex & multi-dimensional experience where it is a silent script that gradually shifts and curates? I don't think we can "curate" value... values, options and cultures. Designers must consider the importance of impact over form and designers create as they are responsible for the designs that are viewed by society, what is put out into the world. By doing so (you go back and forth between "us" and "they") need to fear consequences more than loving the genius idea model? don't understand this sentence... We must and foremost be a Foremost, we

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humans, we consist of an underlying "blueprint" breaking down how we perceive and internalize the world around us. The field of research within psychology helps us transcend this more intuitive, human-centered product and experience. It should aim towards solving issues that are currently facing and prevent future implications. Anyone capable of creating user experience underestimates the power they hold. For every solution there is a need and where there is a need, there is a person. Creators yearn to identify problems and with that desire to create, they must rigorously question prevailing values and underlying assumptions.

SDP WRITING WORD SALAD

As designers, we have an obligation to build experiences that are beyond our average day-to-day life. We must practice and learn to filter concepts with unethical design, promising to uphold according to principles, policies, and plans. We must focus on the importance of communication uniting with creation. Where design focuses on the notion of completeness & divergence rather than the intermediate artifacts.

I believe designers have the substantial power - to take an idea and make it a reality. We have the opportunity to influence, create change, be bold, give voices to those who cannot be heard and make right issues that past design approaches have instilled into society. How we create, that influence that power, we have a responsibility, a moral obligation to uphold. We should design our ethics in order to identify the appropriate intentions and whether the design put forth will create a positive effect upon its implementation in the immediate and distant future. Without ethical consideration, the consequence of the design will be unknown.

UX -> where is a DESIGN UNIFIES PEOPLE TO UNIVERSAL WORLD ISSUES

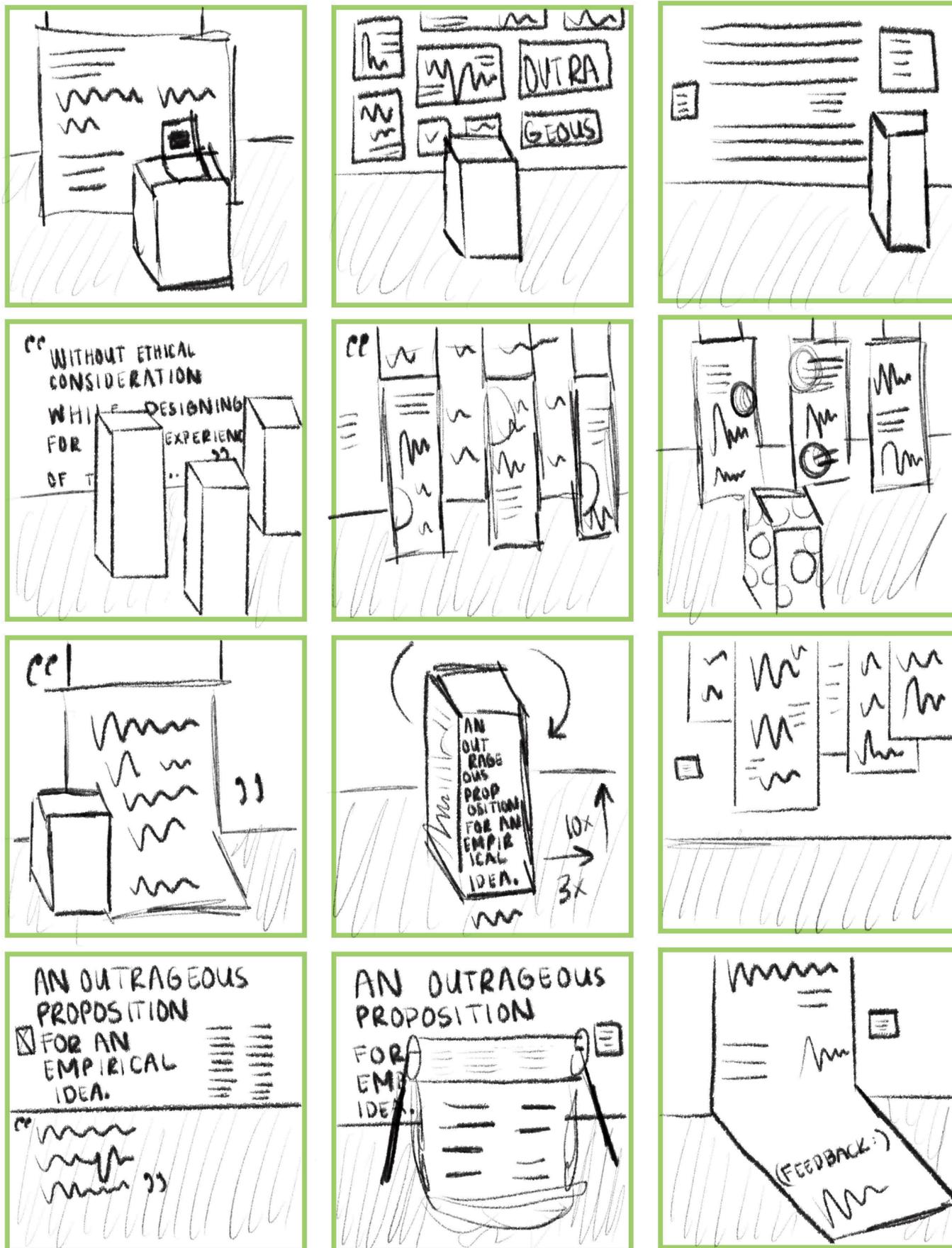
How does it work? What is in a BUBBLE?

An intent to shape view -> not appearing too personal -> not conversing too personally -> it's needs to be falling down -> not falling down better

MANIFESTO -

FESTO





Pillar Installment
Interactive
Continue to Read
Engaging
3 part piece
Modern Swiss Design
Aesthetic Minimalism
Hanging Objects
“In your face”
Geometric Structure

GALLERY 07. INSTALLIATION

Over the time of this BFA capstone, I have done research revolving about how to impact an audience through a gallery installation. Installation art is a term generally used to describe artwork located in three-dimensional interior space as the word “install” means putting something inside of something else. It is often site-specific– designed to have a particular relationship, whether temporary or permanent, with its spatial environment on an architectural, conceptual, or social level. With my subject and direction of my thesis, I have decided to create an installment that is in your face due to the heavy content discussed.

ETHICS IN UX DESIGN

AN OUTRAGEOUS PROPOSITION FOR AN EMPIRICAL IDEA.

brooke rogers

designers, we have visions and aspirations to create real-world experiences that exceed our own expectations.

encourage change, empower boldness, embody the users voice, and improve past approaches that have been installed into society.

DESIGN

We must succeed at filtering out concepts of design on unethical decisions, by understanding the importance of developing and executing foundational principles, policies, and plans.

DESIGNERS should rigorously question reason and outcome while discussing underlying assumptions because for there must be an ethical solution.

Every person has a basic human right to **ENGAGE** intuitively with underlying technologies

UX is not about technology, it's about humans.

Designers need to consider the user by thinking collectively and collaboratively rather than drawing from personal individual experiences. We need to solve these complex human problems by thinking universal, saving feedback, and integrating

DIVERSE PERSPECTIVES

Designers must consider the **importance of impact over form** by doing so, we need to fear consequences more than loving the genius idea made.

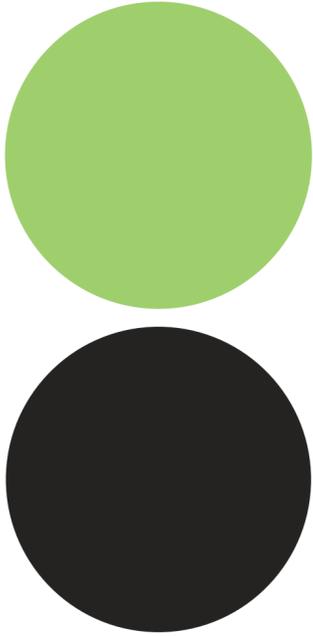
We must be facilitators of conversation, finding new ways for people to relate and communicate with each other. These conversations need to include ethics and its influence on perception in organizations by shaping them forward into valuable design implementation.

use our **creativity** and social awareness to create meaningful user experience through impactful design.

NOTE: Designers have the privilege and burden of using their power of design to influence society more than ever before.

Design ethics is not specifically focused on the value of the work itself, but rather the execution in relation to individual and social values.

Designers can **no longer ignore** the importance of applied ethical design as a part of the user experience, and must embrace the new and **evolving technologies** by shaping them forward into valuable design implementation.



Digital Green #a0cf6e

R: 160 G: 207 B: 110 C: 41 M: 0 Y: 75 K: 0

Digital Charcoal #272422

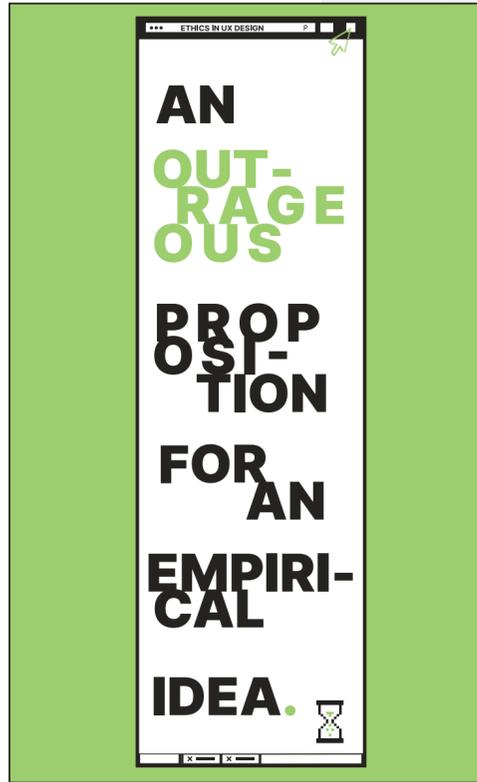
R: 39 G: 36 B: 34 C: 69 M: 65 Y: 66 K: 71

My project is an installation that establishes ethics within UX design. The aim was to create a chaotic and obnoxious design that will get the attention of viewers. This tactic also was used due to the very complex understanding of ethics and user experience design. There are four different walls on one singular pillar that are depicted between the forthright title and three pieces manifesto. These designs were inspired by modern Swiss typography, first apple symbols/ markers and top interactive colors of 2020-2021.

DESIGN LAYOUT



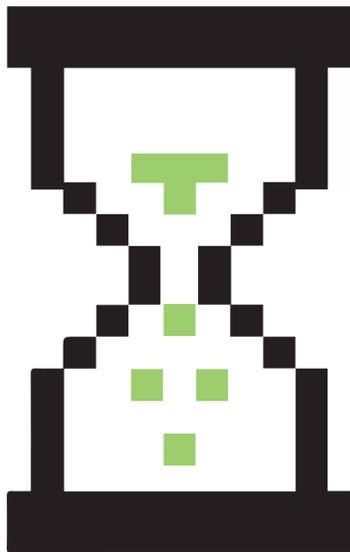
08. ADD ONS



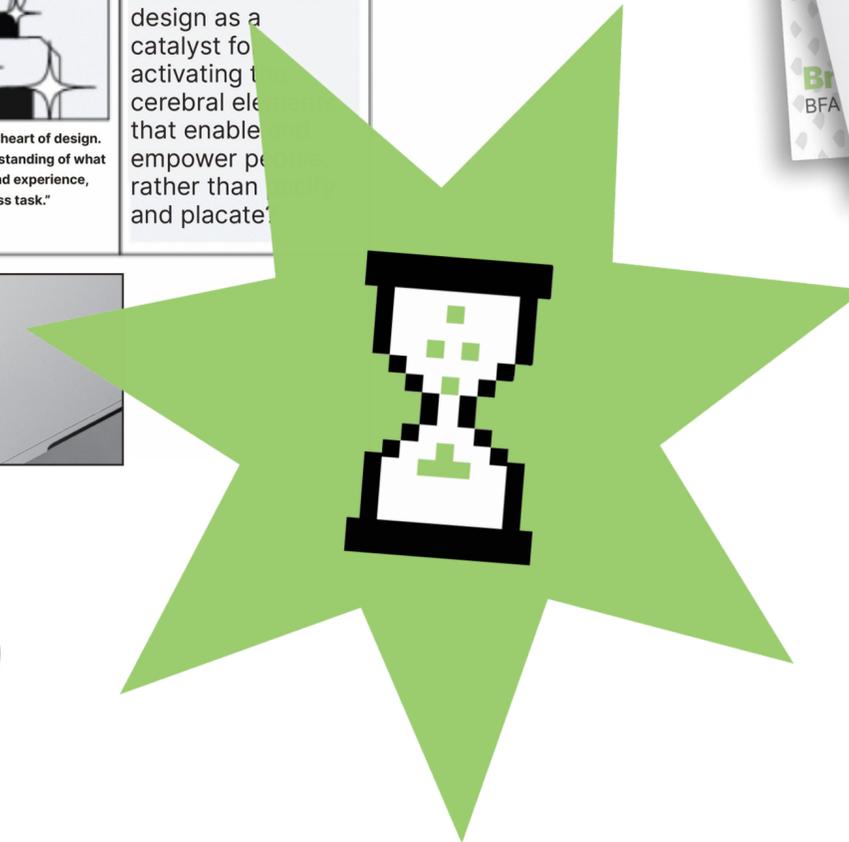
ETHICS IN UX DESIGN

BREAKING NEWS

LATEST NEWS	DESIGN	ECONOMY	CULTURE	LIFESTYLE
<p>NYC</p> <p>60°</p> <p>55° 50° 61° 62°</p> <p>While our culture of internet addiction and social gratification continues, how can designers adapt a more ethical approach to UX design that puts out the users' best interest at heart?</p>	<p>ETHICS????</p>	<p>CODE OF CONDUCT</p>	<p>"Empathy is at the heart of design. Without the understanding of what others see, feel, and experience, design is a pointless task." - Tim Brown</p>	<p>How can one actually be ethical if they don't know how they will respond to a situation until they are being challenged by it?</p> <p>How can we use design as a catalyst for activating the cerebral elements that enable us to empower people rather than placate them?</p>
<p>QUESTION OF THE DAY</p> <p>Who gets to decide what we end up with and what is not a good collective decision to invest in? I mean, do we even want it?</p>				



LOADING...



CODE OF CONDUCT

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(all images are from my sources)