Design Ethics

Pongrapee Kaewsaiha, SSRU

Avoid misleading or infringement

Design must not intentionally mislead viewers or infringe intellectual property.

Source: Richard S. Ehrlich @CNN

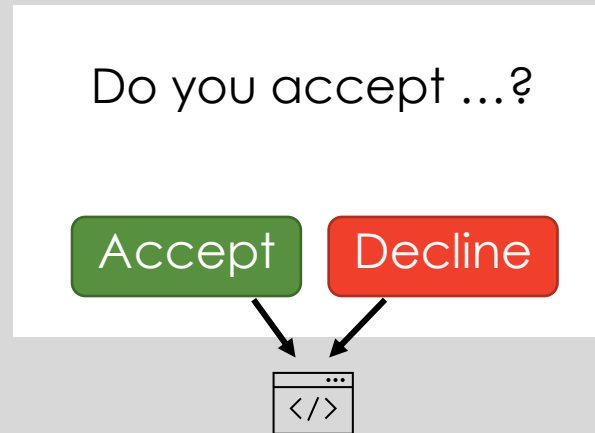Source: Richard S. Ehrlich @CNN

Source: vir.com

Intrusive & non-intrusive designs
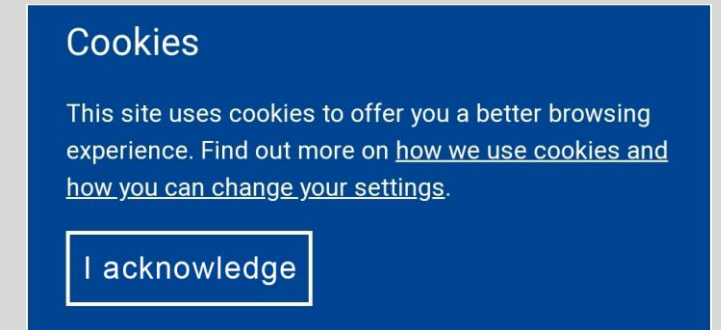
Examples of intrusive designs

BUY NOW

Source: seobility.net

Do you accept …?

Accept   Decline

Cookies

This site uses cookies to offer you a better browsing experience. Find out more on how we use cookies and how you can change your settings.

I acknowledge

Forced consent

Ad that moves across the screen as the viewer scrolls
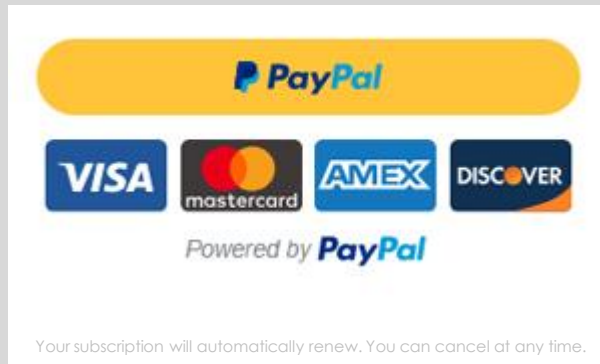
CTAs that send viewers to the same place despite their answers

Intrusive & non-intrusive designs

Examples of intrusive designs

Nearly-invisible payment conditions

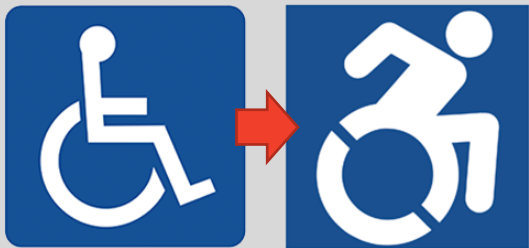Your subscription will automatically renew. You can cancel at any time.

Promote inclusion

Examples of inclusive designs

Kahoot! app

Student representatives include black and white, male and female, learners of various ages and religions.
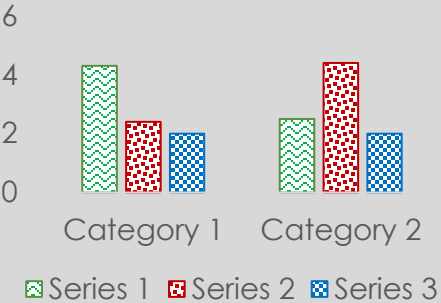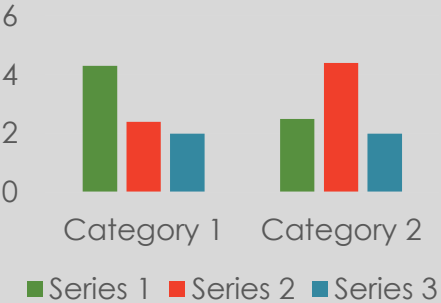

New handicap symbol

The new dynamic symbol shows that disabilities can do more than sit around and wait for help

Accessibility designs

High contrast   Low contrast

Keep high background/foreground contrast.

Use patterns to aid color blinded people.

Keep up with design ethics

➢ Some design strategies can be outdated, or new cases have changed the design ethics.

➢ Make them easily accessible, easy to understand, and covers all audiences.