

# Moral Design

## Beyond Ethical Frameworks

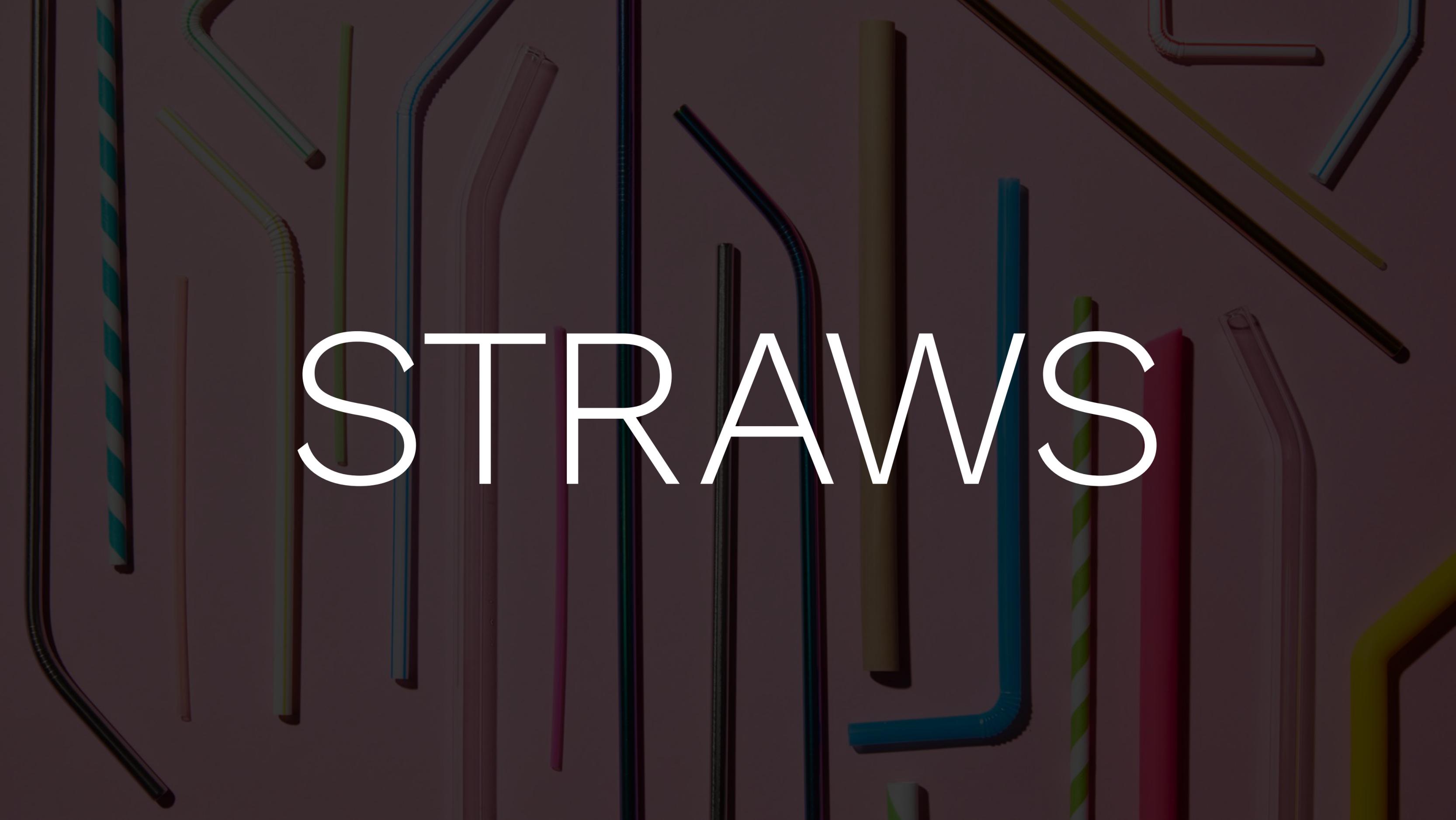
**Zack Bryant**

Journey Group

February 23, 2019





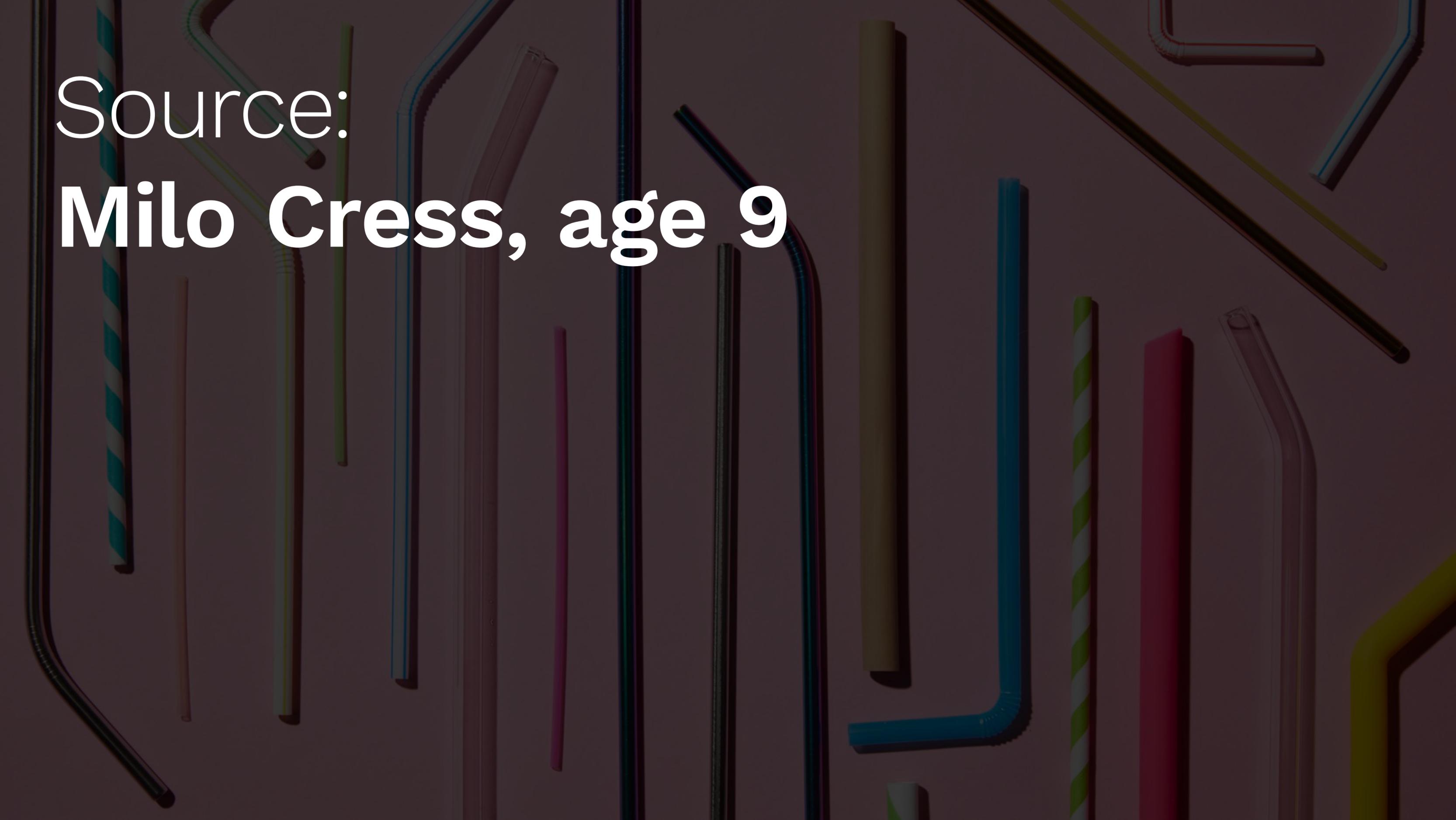
A collection of various drinking straws is scattered across a dark, textured background. The straws come in many colors including teal, green, blue, purple, brown, and red. Some are straight, while others are bent at 90-degree angles. Some have patterns like stripes or polka dots. The word "STRAWNS" is written in large, white, sans-serif capital letters across the center of the image.

# STRAWNS

A collection of various colorful and patterned straws scattered on a dark background. The straws include solid colors like blue, green, purple, and red, as well as patterns like stripes and polka dots. Some straws are bent into L-shapes, while others are straight. The background is a dark, textured surface.

Fact:

**Americans use 500 million straws each and every day.**



Source:

**Milo Cress, age 9**

**“It’s honestly a little surprising. I came up with this statistic because I couldn’t find anything else about it. If there are other statistics... based on more rigorous research than the research that I did, I’m happy to embrace those.”**

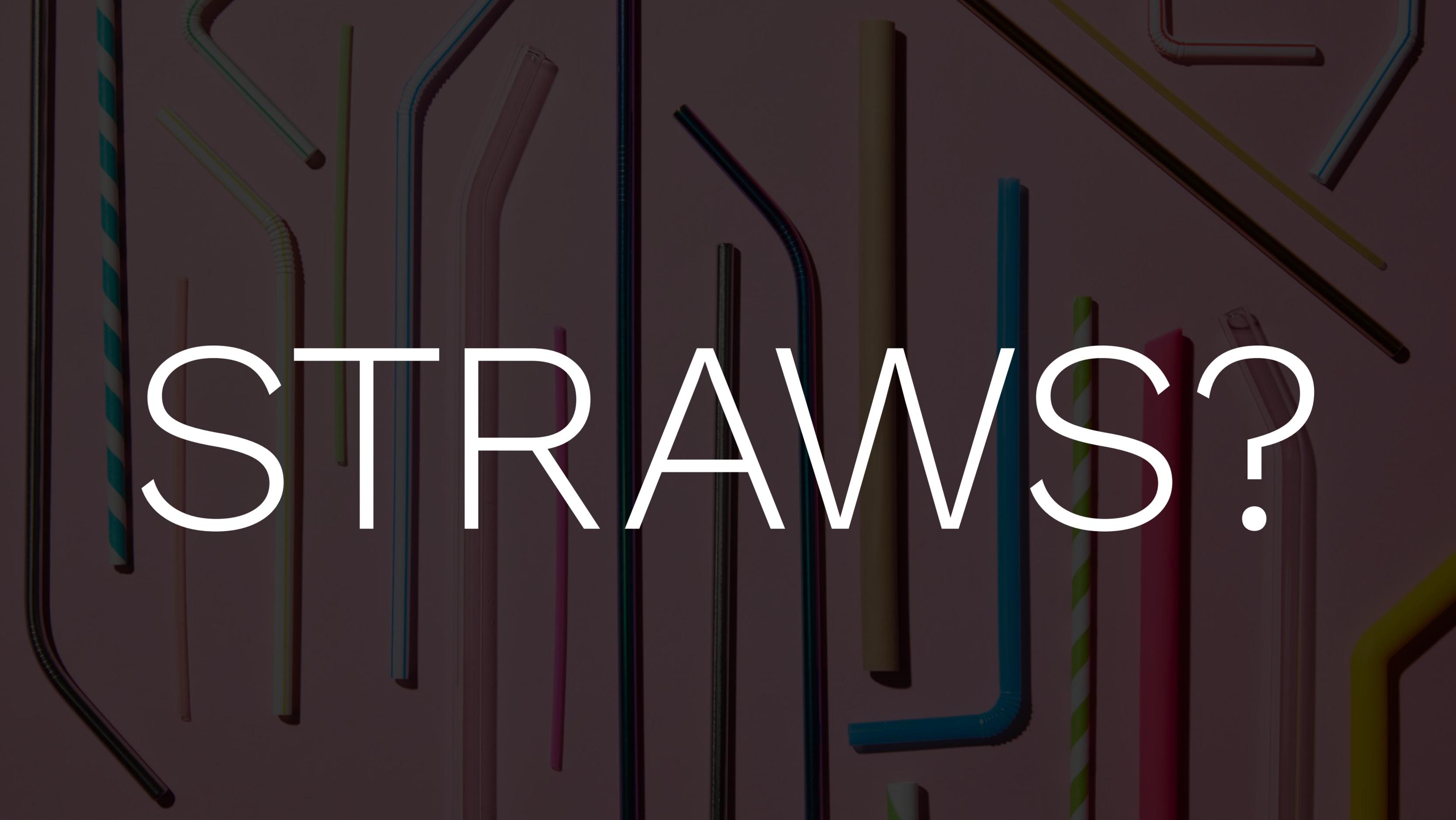
SOURCE: NEW YORK TIMES, JULY 19, 2018

**Moral:** Concerned with the principles of right and wrong behavior and the goodness or badness of human character.



**Design:** The purpose, planning or intention that exists behind an action, fact or material object.



A collection of various drinking straws in different colors and patterns, including solid colors like blue, green, purple, and brown, as well as striped patterns like teal and white, and green and white. Some straws are bent into L-shapes or other angles. They are scattered across a dark, textured background.

STRAWNS?!



# How can we measure and determine if our communities are thriving?

This is the animating question of the [Thriving Cities](#) Indicator Explorer. This interactive tool, structured around our [Human Ecology Framework](#), is designed to help community residents, leaders, and practitioners assess, understand, and ultimately improve our neighborhoods and cities. [Read More](#)

START EXPLORING

For answers to common Indicator Explorer questions, visit our [FAQ page](#).

Thriving Cities:

Mapping thousands of indicators for residents, decision-makers and urban planners.

START EXPLORING

For answers to common Indicator Explorer questions, visit our [FAQ page](#).

EXPLORE.THRIVINGCITIES.COM

**AUDIO**

**1492: Columbus in American Memory**

Columbus Day is here again -- along with the controversy over its namesake. How have earlier generations understood him?

*BackStory*

**PARTNER**

**ANTECEDENT**

**Trump's Nineteenth-Century Grand Strategy**

*Foreign Affairs*

**BOOK REVIEW**

**Green and Pleasant Land**

*New York Review of Books*

**ARGUMENT**

**No Law Without Politics (No Politics Without Law)**

The way to address politicization in the courts is not de-politicization but counter-politicization.

*Law and Political Economy*

**COMMENT**

**Being Morally Serious About the Supreme Court**

*The American Interest*

**American Corruption**

**COMPARISON**

**What Good Is Fear?**

*Slate*

**ORIGINAL**

**Mum's the Word**

In the height of the Cold War, the NSA created a series of posters to keep its secrets from leaking. They're both wonderful and creepy.

*by Benjamin Breen*

**ORIGINAL**

**Zones of Doubt**

What we can learn about trade policy from a misbegotten 19th century effort to quantify the chemical properties of wool.

*by David Singerman*

**NARRATIVE**

**The Magic Bullet**

*Topic*

Bunk + History:

Connecting people, places  
and big ideas from American  
History for scholars,  
journalists and instructors.

**No Law Without Politics  
(No Politics Without  
Law)**

The way to address politicization in the courts is not de-politicization but counter-politicization.

*Law and Political Economy*

**American  
Corruption**

**Mum's the Word**

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**BUNKHISTORY.ORG**



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# Creative. Collaborative. Consequential.

3 Cavaliers is a rapid seed funding program enabling creative, collaborative, consequential research ideas.

HOW IT WORKS



# 3 Cavaliers:

**Facilitating rapid seed funding  
for researchers at UVA  
Creative.  
Collaborative.  
Consequential.**

3 Cavaliers is a rapid seed funding program enabling creative, collaborative, consequential research ideas.

HOW IT WORKS

3C.VIRGINIA.EDU

**Yeah, sure:** But are we  
building beautiful cogs  
for terrible machines?



Actual Fact:

**Suicide attempts among youth more than doubled from 2008 to 2015.**

SOURCE: PEDIATRICS MAGAZINE, MAY 2018

**Almost 2/3 of those  
attempts involved girls.**

SOURCE: PEDIATRICS MAGAZINE, MAY 2018

**The number of successful  
suicide attempts also more  
than doubled.**

SOURCE: PEDIATRICS MAGAZINE, MAY 2018

**Suicide rates among girls ages 15–19 are at their highest level since we started tracking them.**

SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION

Top causes:

**Social Media**

**School**

**Stress**

**Loneliness**

**Isolation**

SOURCE: PEDIATRICS MAGAZINE, MAY 2018

A close-up photograph of a hand holding a pen over a document. The image is dimly lit and has a dark, semi-transparent overlay. The text "I believe this is a moral crisis." is written in white, with the word "moral" in a bold font.

I believe this is a **moral** crisis.

To design is to make  
decisions for others.



A dark-colored dog, possibly a Labrador Retriever, is walking from left to right across a light-colored, sandy or dusty ground. The dog has white patches on its chest and paws. The background is a dark, solid color.

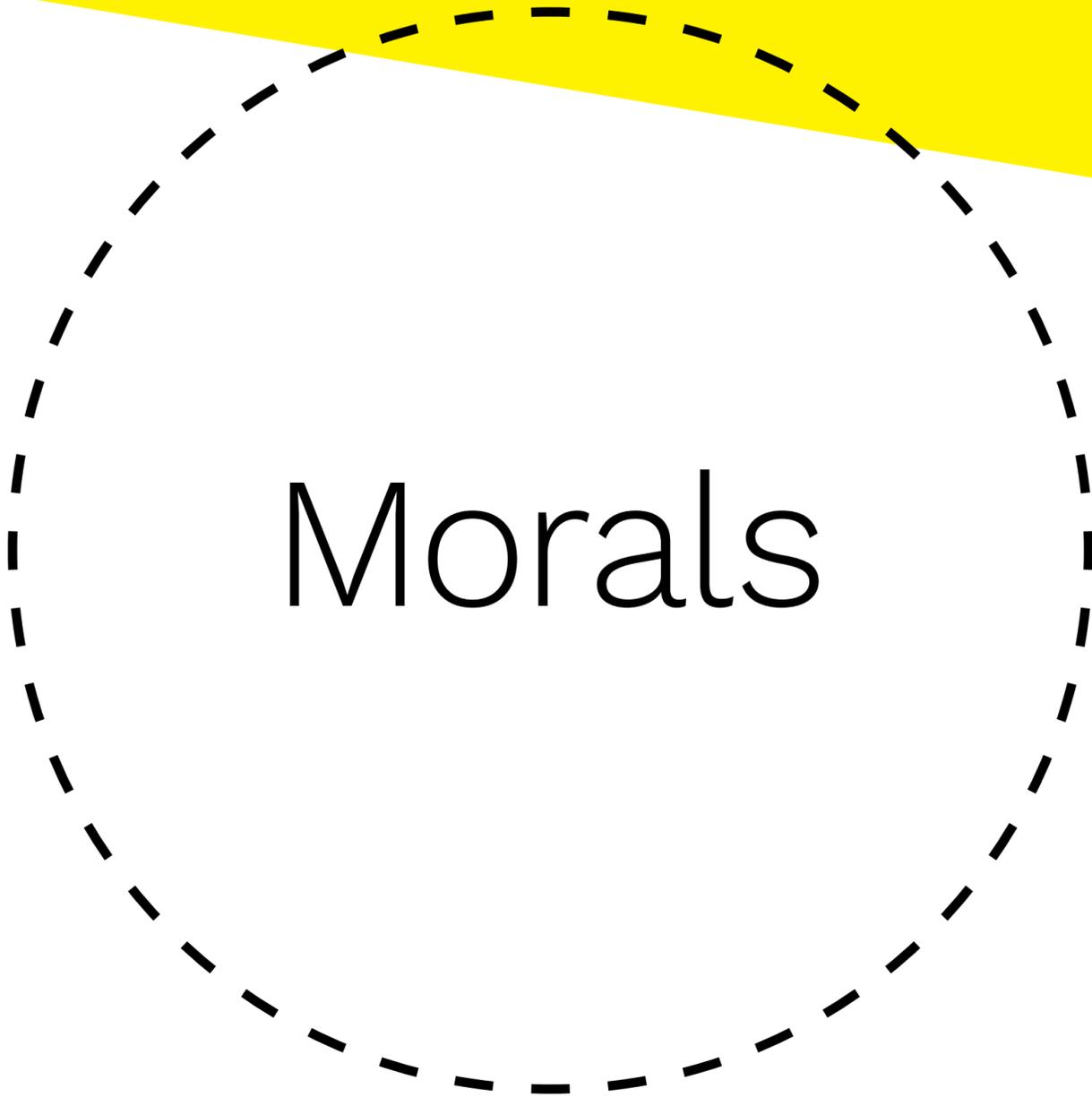
Because it involves a transfer of power, however slight, design is best understood as a **moral pursuit.**

TRANSFERS

TENSIONS

EXCHANGES

**Moral Design**



# Moral Design

Status  
Esteem  
Respect

Property  
Goods  
Services



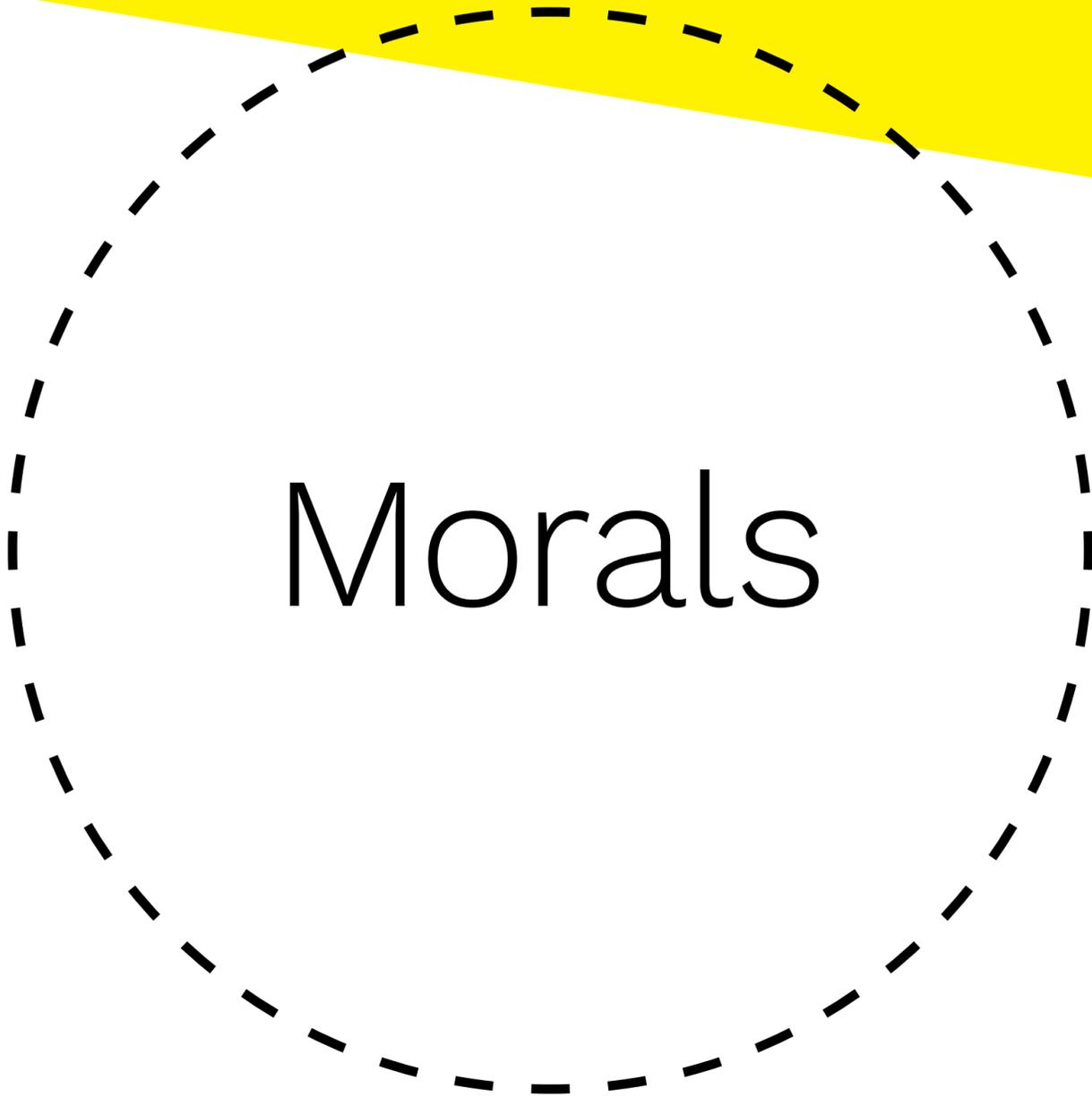
**Moral Design**

Morals

UX  
Design



**Moral Design**



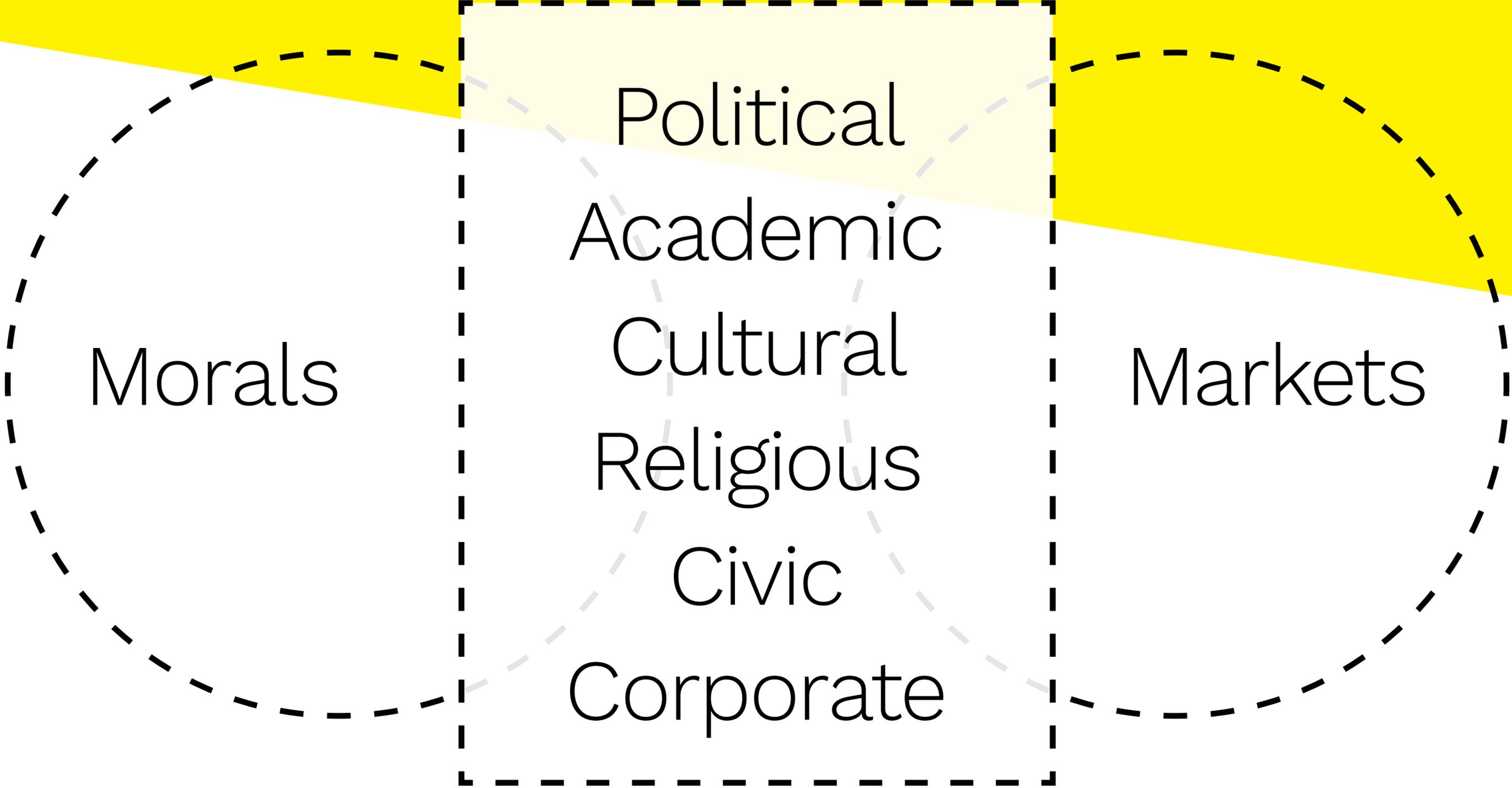
?



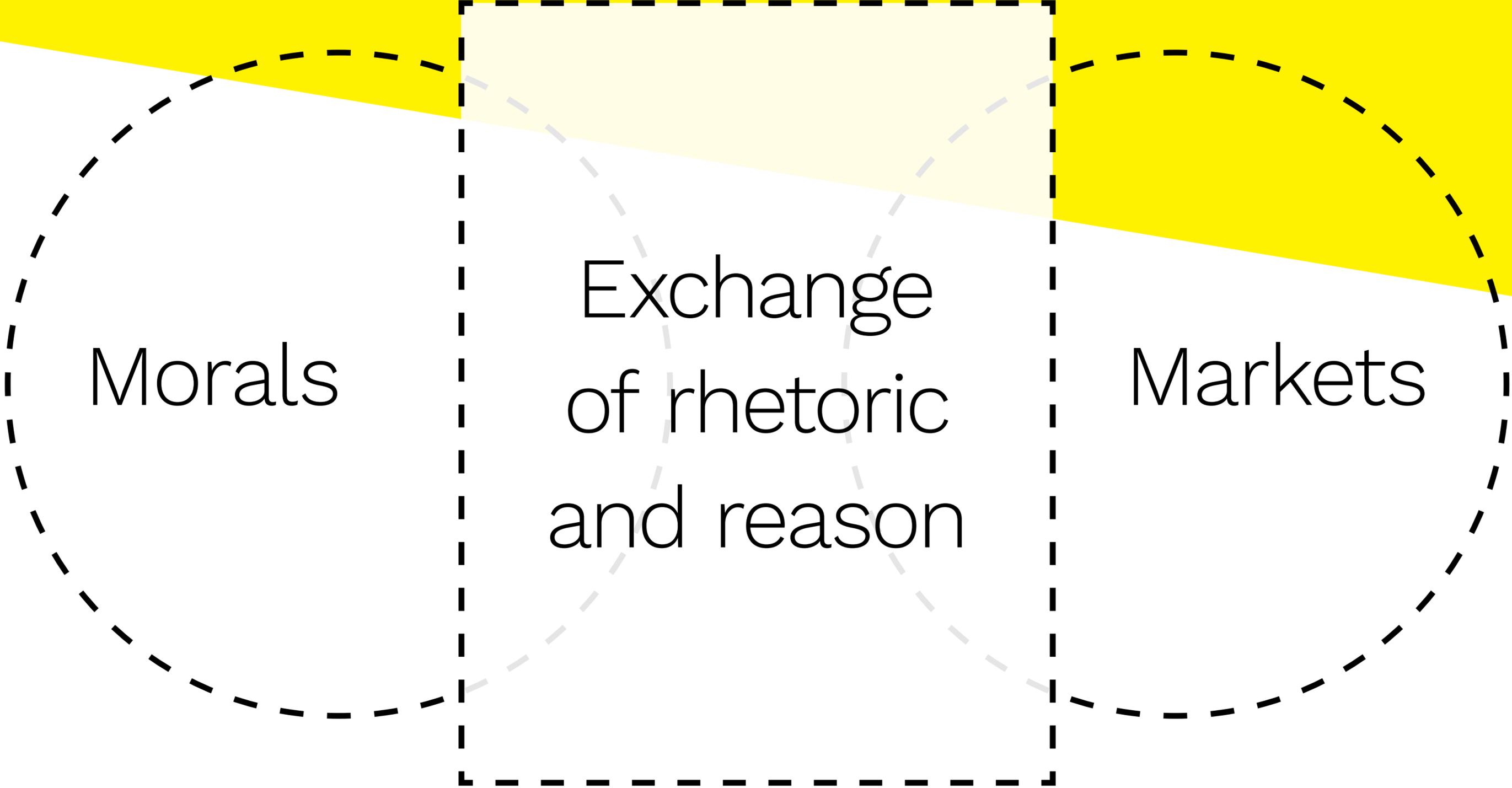
Moral Design



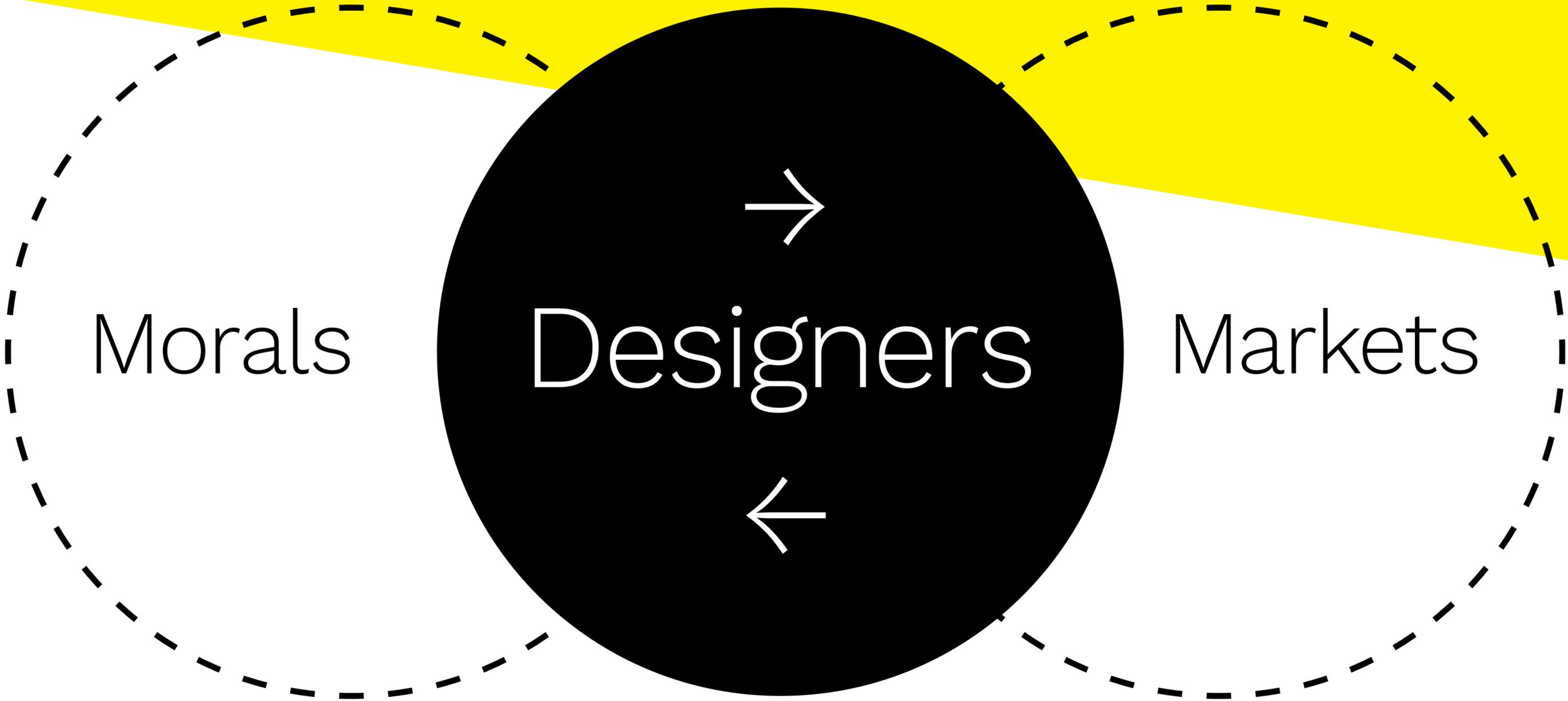
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**Moral Design**



# Four Lenses:

Intentions

Production

Limitations

Outcomes



# **Intentions:**

What do we want to see happen? How will we evaluate our success or failure?



# Production:

Who/what will be used up and discarded? Sustainable versus sacred.



# Limitations:

Where have we gone too far?

What do we not understand?

Humility versus hubris.



# Outcomes:

What actually happened? What new problems exist? Iterative design versus moving on.



# Ethical Frameworks:

Data / Dignity

Privacy / Security

Accessibility / Innovation

Inclusion / Diversity



A close-up, slightly blurred photograph of a hand holding a pen over a document. The hand is positioned as if about to write. The background is dark and out of focus. Overlaid on the image is the text "What **stories** are we telling?".

What **stories** are we telling?

A close-up, slightly blurred photograph of a person's hands holding a pen over a document. The image is dimly lit and has a dark, muted color palette. The text 'How do we design for human flourishing?' is overlaid in white, with 'human flourishing' in a bold font.

How do we design for  
**human flourishing?**

A close-up, slightly blurred photograph of a hand holding a pen, poised to write on a document. The lighting is soft, highlighting the texture of the paper and the grip of the hand. The overall tone is professional and focused.

How do we create workplaces  
that honor both **conscious** and  
**conscientious** design work?

A dark, moody photograph of a person wearing glasses, looking thoughtfully to the side. A hand is visible in the foreground, holding a pen over a document. The overall tone is contemplative and intellectual.

How do we balance flawed  
data with **what we believe**  
to be true?

A dark, semi-transparent overlay covers the entire image. In the background, a person's hands are visible, holding a pen and writing on a document. The text is overlaid on this background.

How do we respond when  
systems we've built **create**  
**new problems?**



How can we **cultivate a**  
**culture** rooted in true affection,  
empathetic boldness, and  
genuine humility?

# Thank you.

Point to the good →

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