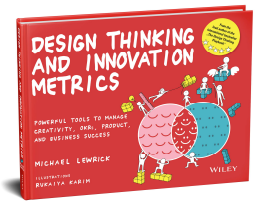
Project:
Team:
Version & Date:

DATA ETHICS CANVAS



Lewrick, M.
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Quick guide: The canvas helps to define the principles, which support the innovation teams and every single team member to work toward the agreed frame of values and purpose. Typical themes for principles are ranging from privacy to the promotion of human values. Additional aspects of data sources, data rights, data limitations, and data sharing are addressed as well.

More tips & tricks on book page: 329

1 PRINCIPLES

General Purpose
What is the core purpose for using data?

General Values
What values apply for our company or region?

General Policies & Laws
What data protection legislation applies?

Definition of Core Principles
What are the defined core principles working with Data, AI, and the application of neuroscience?

2 DESIGN CYCLE

Data Sources & Rights
What are the data sources?

Data Limitations
What is influencing the outcomes (e.g., data or timeline gaps, omissions, general bias in data)?

Data Sharing
Is the data shared with other departments, regions or companies?

Minimizing Negative Impact
What measures can be applied to reduce any limitations with regard to the data?
How is the potential negative impact monitored?

3 IMPLEMENTATION

Actions
Which steps, considerations, and compliance clarifications are needed before implementing?

Engagement
How is the customer/user informed about data collection and uses of data?

Enhancement
What data points help to improve the product, service or experience?
How can the data be combined to obtain better insights from data driven innovation?

Impact of Data
What is the impact of the data?
For example:
- Better quality of service?
- Shorter development cycles?
- Better customer engagement?
- New revenues?

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