

Digital Product Ethics Canvas

This Canvas may be used as input for the [Sustainable Business Model Canvas](#)

Project:

Owner:

Version:

<p>Value Propositions</p> <p><i>Which value is delivered to the customer? Which customer problem is solved? Which bundles of Services are we offering to each customer segment?</i></p>	<p>Preserving User's Focus</p> <p><i>Are users able to focus more and be less distracted? Does the product limit temptations for detours? Is excessive screen time discentivised?</i></p>	<p>Prevention of Addictions</p> <p><i>Can users disconnect without missing something important? Does the product allow for quick-in and outs (instead of endless consumption loops)?</i></p>	<p>⊕ Positive effects on user's lives</p> <p><i>What are the positive consequences of your product on the users everyday life? How does the product contribute to a "life well lived"? Does the product solve a real user pain? Does the product improve the user's physical and mental health?</i></p>
<p>Revenue Streams & Conflicts of Interest</p> <p><i>What are the revenue streams in your business model? Which conflicts of interest between user and you are inherent in the business model?</i></p>	<p>Promoting High Quality Content</p> <p><i>Is in-depth quality content promoted over clickbait? Is misrepresentation of content discentivised?</i></p>	<p>Preventing Algorithmic Biases</p> <p><i>Is the formation of filter-bubbles prevented? Does the product create biases towards users based on user's backgrounds?</i></p>	
<p>Alternative Revenue Streams</p> <p><i>Which possible alternative revenue streams could reduce the conflicts of interest?</i></p>	<p>Promoting Offline Choices</p> <p><i>Does the product promote offline choices and enhance social relationships? Does the product discentivise behaviour that results in loneliness?</i></p>	<p>Promoting a Healthy Worldview</p> <p><i>Does the product promote a realistic expectations on life? Are excessive social comparisons avoided discentivised?</i></p>	<p>⊖ Negative effects on user's lives</p> <p><i>What are negative consequences of using your product? Does the product reduce user's ability to focus? Does the product contribute to depression, loneliness, stress, loss of sleep? Does it harm relationships? Does it enable misinformation, propaganda or outright lies to spread? Does it harm children and their ability to learn and socialise?</i></p>