

**Merit**

2

Dignity Guidelines



**Merit**

1

Dignity Guidelines

**Merit**

4

Dignity Guidelines



**Merit**

3

Dignity Guidelines

**Autonomy**

2

Dignity Guidelines



**Autonomy**

1

Dignity Guidelines

**Autonomy**

4

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**Autonomy**

3

Dignity Guidelines

Does your design embody a high level of quality and aesthetics?



Draw your mark on the line above based on how the design aligns with this question.

1

Does your design follow our branding and design guidelines?



Draw your mark on the line above based on how the design aligns with this question.

2

Does your design respect people's strengths as well as weaknesses?



Draw your mark on the line above based on how the design aligns with this question.

3

Does your design benefit out of self-love?



Draw your mark on the line above based on how the design aligns with this question.

4

Does your design give people a sense of self-control?



Draw your mark on the line above based on how the design aligns with this question.

1

Does your design provide choices and options to people?



Draw your mark on the line above based on how the design aligns with this question.

2

Does your design give people a sense of self-awareness?



Draw your mark on the line above based on how the design aligns with this question.

3

Does your design motivate people to participate?



Draw your mark on the line above based on how the design aligns with this question.

4

**Universal  
Right**

2

Dignity Guidelines

**Universal  
Right**

1

Dignity Guidelines



**Universal  
Right**

4

Dignity Guidelines

**Universal  
Right**

3

Dignity Guidelines



**Interpersonal  
Care**

2

Dignity Guidelines

**Interpersonal  
Care**

1

Dignity Guidelines



**Interpersonal  
Care**

4

Dignity Guidelines

**Interpersonal  
Care**

3

Dignity Guidelines

Does your design consider underrepresented people?



Draw your mark on the line above based on how the design aligns with this question.

1

Does your design respect differences between people?



Draw your mark on the line above based on how the design aligns with this question.

2

Does your design harm people's sense of individual choice?



Draw your mark on the line above based on how the design aligns with this question.

3

Does your design create opportunities for people of different backgrounds?



Draw your mark on the line above based on how the design aligns with this question.

4

Does your design bring people closer together?



Draw your mark on the line above based on how the design aligns with this question.

1

Does your design respect peoples' individual identity?



Draw your mark on the line above based on how the design aligns with this question.

2

Does your design bring happiness to people?



Draw your mark on the line above based on how the design aligns with this question.

3

Does your design encourage trust between people?



Draw your mark on the line above based on how the design aligns with this question.

4

# Instructions

Dignity Guidelines



## Recommended Instructions

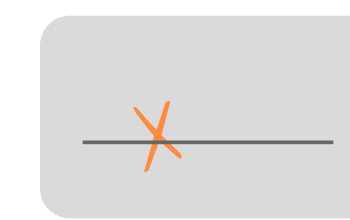
*Dignity Guidelines* is a toolkit to apply dignity principles to a Product Designer(s)'s design thinking or ideation process.

We recommend integrating these cards into your team's design critiques or meetings to quickly assess as many different critical perspectives when designing products for people. These cards are meant to be flexible, so feel free to adapt them to your needs.

- 1 Choose a number of cards that may raise dignity questions or violations for the presented design. Cards are sorted by four dignity principles and color-coded in the back.



- 2 Process one card at a time. Each designer pulls the chosen card from their deck, and makes an erasable mark on the line (0-100% scale) based on their personal judgment on how well the design aligns with the question.



- 3 Designers reveal their markings, and see which ones are the outliers. Discuss the justifications for these markings, and provide ample time for the outliers to share their thoughts. Repeat Step 2.

