

Opportunity Matrix

INSIGHTS	WHAT IF?	OPPORTUNITY	INSIGHT TRANSLATION
<p>Direct exposure and engagement with ethics at an early stage are important so that it becomes a practice of the subconscious mind and is not lost in translation.</p>	<p>What if students are explicitly and directly exposed to the theory and practice of ethics as opposed to an implied nature?</p>	<p>There is an opportunity to implement strategic initiatives in the design education system to bring ethics to the forefront.</p>	<p>EFFICACIOUS</p>
<p>Ethics is a moral compass that ensures integrity and designers need to be made aware of the value of ethics and it's benefit to the entire ecosystem and most importantly to themselves.</p>	<p>What if ethics is introduced in a way that students are able to relate it to being an essential component to their professional proficiency and credibility?</p>	<p>There is an opportunity to re-state the value of ethics to not only highlight it's significance in creating a positive impact to the society but also to their own professional journey.</p>	<p>VALUE</p>
<p>It is important to align on principles but there should be room for flexibility and a way to maintain and update our principles in a consistent and sustainable manner</p>	<p>What if there was a way for students to keep up a constant dialogue and update their understanding in tune with the evolving socio-cultural trends and new challenges?</p>	<p>There is an opportunity to create strategic intervention to look beyond ethical codes and innovate an evolving model of maintaining and updating our ethical principles.</p>	<p>EVOLVING</p>
<p>There is an assumption that focussing on empathy for users will automatically help designers build ethical awareness however ethics can be best understood and brought into practice by having a systems thinking approach and having an understanding and empathy for the entire ecosystem</p>	<p>What if we train students to apply a systems thinking approach to all of their projects as well as in their behaviour towards all the stakeholders in their project?</p>	<p>There is an opportunity to encourage students to adopt new working processes which keeps them in-sync with the entire ecosystem to assess impact.</p>	<p>SYSTEMS APPROACH</p>

Opportunity Matrix

INSIGHTS	WHAT IF?	OPPORTUNITY	INSIGHT TRANSLATION
<p>To incorporate ethics it is important to create a safe space where everybody feels comfortable sharing their personal stories and diverse perspectives and immersing and absorbing in different perspectives helps develop the ethical thinking muscle</p>	<p>What if design institutes and organizations could create a safe space where students and professionals could freely share their personal stories of DEI and immerse themselves in diverse perspectives and conversations to form an informed view?</p>	<p>There is an opportunity to give students a chance to immerse in diversity and stories from around the world to grow that ethical thinking muscle.</p>	<p>DIVERSITY IMMERSION</p>
<p>Reflection and slowing down are essential attributes for bringing ethics to practice, which is often even more tough when working as a professional</p>	<p>What if we re-imagine our processes in way that it motivates professionals to take ethical pauses?</p>	<p>There is an opportunity to encourage students and professionals to understand the importance of "reflection" and "slowing down".</p>	<p>REFLECTIVE</p>
<p>Ethics must be integrated seamlessly and consistently in collaboration, with a non-prescriptive, bottom-up approach</p>	<p>What if we empower students/professionals to take initiatives and co-create strategies as opposed to traditional hierarchal enforced learning?</p>	<p>There is an opportunity to inculcate a sense of responsibility in students/designers by letting them lead the change by providing them tools and platform to explore, collaborate and navigate.</p>	<p>BOTTOM UP COLLABORATIVE</p>
<p>Ideal form of learning ethics is which helps you internalize, reflect and apply, which can be a mix modal approach that is problem based, practical, interactive, experiential and immersive</p>	<p>What if ethics is incorporated in a systemic and holistic approach that facilitates a multi-modal practical engagement and learning.</p>	<p>There is an opportunity for educational institutes and organizations to widen their approach in providing ethics training in a way that it is internalized and practically applied.</p>	<p>IMMERSIVE</p>

VALUE DRIVER

EFFICACIOUS

BOTTOM-UP

EVOLVING

INCLUSIVE

SEAMLESS

IMMERSIVE

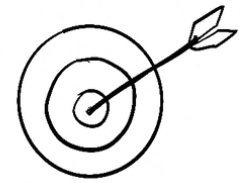
REFLECTIVE

EXPERIENTIAL

INTERACTIVE

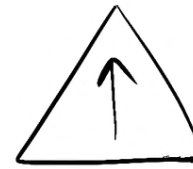
SYSTEMS APPROACH

Design Criteria



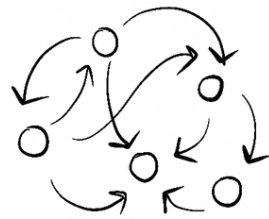
EFFICACIOUS

System should implement strategic initiatives in the design education system that are successful in bringing ethics to the forefront.



BOTTOM UP

The system should have a non-prescriptive approach which creates an opportunity for students to use the resources to lead the change.



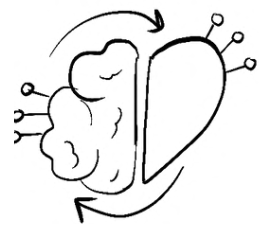
SYSTEMS APPROACH

The system should encourage students to have an understanding of various layers of a complex problem and develop empathy for the entire ecosystem.



VALUE FOR STUDENTS

The system should be able to highlight its significance to the students in elevating their value as a design professional.



EXPERIENTIAL

The system should have an approach that helps them practice, internalise the learnings, reflect and re-apply.



EXPOSURE TO DIVERSITY

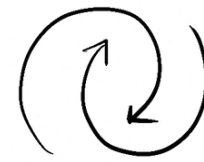
The system should ensure students get an opportunity to learn from experiences, stories that are different than their own.

Design Criteria



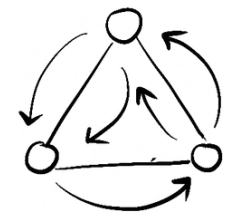
IMMERSION

The system should have an experiential approach so that students can engage in a deep audio-visual interactive experience which sticks with them.



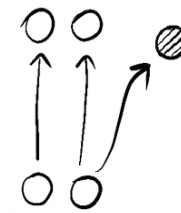
SEAMLESS

The system should be woven consistently throughout the curriculum of each program with unique student motivation.



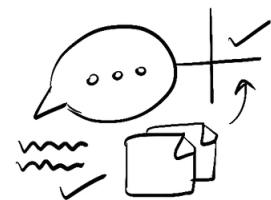
INTERACTIVE

The system should facilitate a bi-directional interconnected relationship between various stakeholders.



EVOLVING

The system should have an element of flexibility and room for adaptation, modification and revision to be in tune with the current socio-cultural trends.



COLLABORATIVE

The system should nurture a sense of community and encourage co-creation and teamwork.



REFLECTIVE

The system should encourage the students to slowing down, internalise the learnings and re-evaluate their own values and principles.