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| **Define the purpose** |  | **Describe use-cases** |  | **Consider stakeholders** |  | **Assess potential for harm** |  | **Build for positive outcomes** |
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| What problem will be solved?For who? |  | What will the technology be used for? |  | Who will directly interact with the technology? |  | How could people be harmed by the use of this technology? |  | How could you build the technology to prevent harmful impacts? |
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| What new capability will be possible? For who? |  | What context will the technology likely be used in? |  | Who will be impacted by the use of the technology? |  | What use-cases are most likely to cause harm?For who? |  | How could you build to optimize beneficial outcomes? |
|  |  |  |  |  |  |  |  | Consider options for:* User research
* System architecture
* Data Collection
* Model training
* UX design
* Product documentation
* Feedback mechanisms
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