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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Define the purpose** |  | **Describe  use-cases** |  | **Consider stakeholders** |  | **Assess potential for harm** |  | **Build for positive outcomes** |
|  |  |  |  |  |  |  |  |  |
| 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? |
| ­­ |  |  |  |  |  |  |  |  |
| 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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