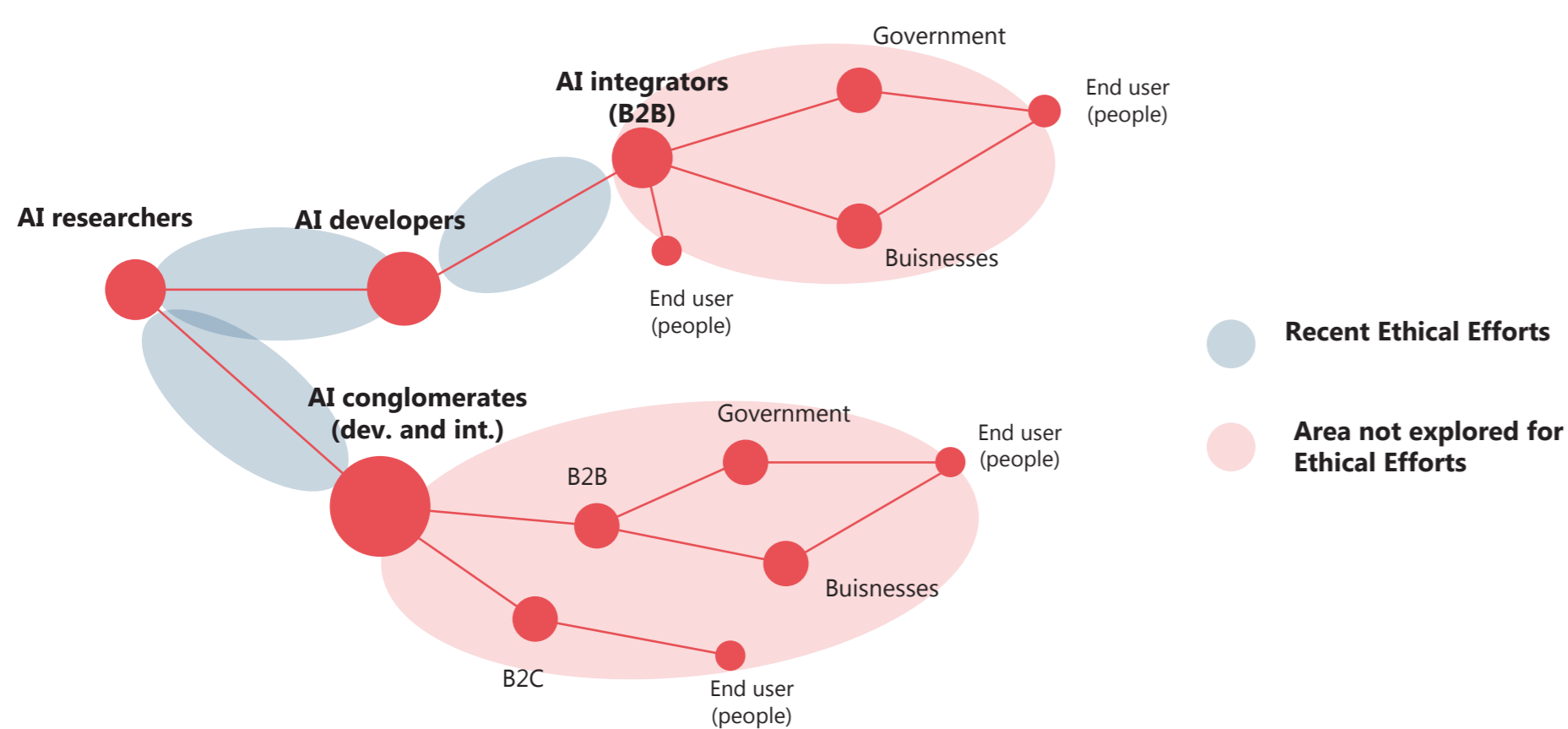


Design of an Ethical Toolkit for the Development of AI Applications



CONTEXT

Artificial Intelligence (AI) is one of the most groundbreaking developments of the last half-century. More and more organizations are either implementing AI or considering its application to optimize their lines of business. At the same time, this exponential growth has also raised questions regarding its ethical implications and societal consequences. This situation opens a new window of opportunity for the development of ethical tools that assist companies in the responsible implementation of AI, as well as the current and future business opportunities that this represents.



THE DESIGN CHALLENGE

Design ethical support tools for for **MOBGEN | Accenture Interactive** to **improve their value proposition** by including an **ethical perspective** towards the implementation of **AI applications**.

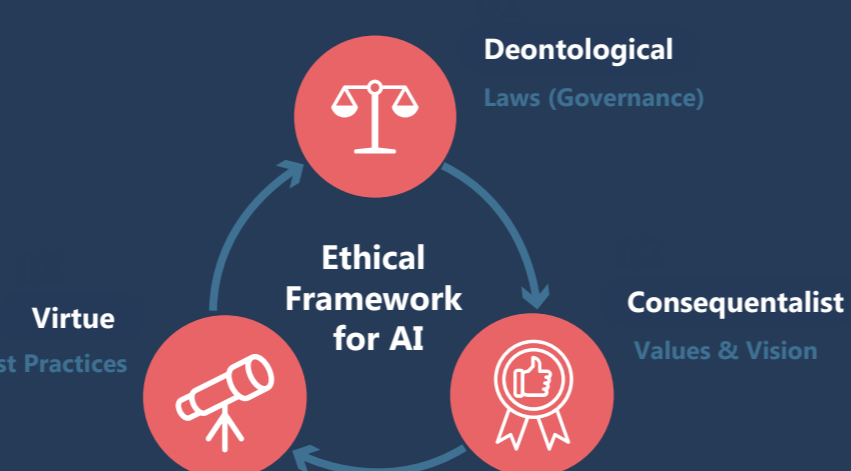


LITERATURE REVIEW, EMPIRICAL STUDIES & ACTION RESEARCH.

A detailed literature review, several in-depth interviews, and an intense empirical research effort were conducted to understand the current AI ethics context. This revealed a considerable large amount of insights, which were translated to ethical principles and, afterward, transformed into a theoretical framework intended to assist in the ethical evaluation of AI-related projects.

ETHICAL FRAMEWORK FOR AI

A new ethical framework was proposed based on previous research, in order to discuss the ethical dimensions of AI development. It comprises three main phases, a deontological ethics starting stage, a consequentialist ethics middle analysis and a final virtue ethics conclusion.



AN ETHICAL TOOLKIT FOR THE DEVELOPMENT OF AI APPLICATIONS

The designed ethical toolkit, in the form of a "full-day" modular workshop, assists in the generation of ideas and supports dialogue for an ethical development of AI applications. Furthermore, its seven modules provide a basis for discussion, trigger solutions, and visually communicate the topic of AI ethics to development teams and clients in a creative and collaborative fashion.

STAGE 1 - ETHICAL ALIGNMENT

Ethics & [A]I Mini-workshop

The Evil in [A]I Game

STAGE 2 - PROJECT VISION & VALUES

AI Project General Checklist

The Responsible Artificial Intelligence Deck

Ethical Risks Cards

Ethical Evaluation Axes

STAGE 3 - MORAL CODE OR BEST PRACTICES

Moral Code of the Project

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Design of an Ethical Toolkit for the Development of AI Applications
14-08-2019
Strategic Product Design

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