



FORGOOD for Product Teams

FORGOOD should be used as a workflow tool, not as a checklist

- Research beyond your super users and consider how different users may be impacted
- Measure user experience alongside usability to ensure product features are responsibly built
- Balance commercial goals with user welfare, responsible monetisation builds sustainable growth through trust, not manipulation

Applying FORGOOD to the Product Team responsibilities

Discovery (*Understanding customer and market needs*)

Discovery shapes everything that follows. Responsible research uncovers genuine user needs and builds understanding that leads to products people truly value.

Strategy & Roadmap (*Defining the product vision and prioritising features*)

When you measure what truly matters to users alongside business metrics, you create products people love long-term. Clear prioritisation principles help teams navigate trade-offs confidently and ensures user benefit rather than just commercial gain.

Design & Development (*Collaborating to build the feature and user experience*)

Design details like defaults, friction, and wording translate your responsible principles into experiences users directly encounter. Particularly, in features where dark patterns and sludge are attempted to be used for commercial gains.

Launch & Marketing (*Go-live product to market, evaluating and iterating*)

Launch determines who encounters your product and what they expect. Honest communication enables informed choices, while measuring real-world impact ensures you're scaling solutions that genuinely help.

In practice this could be...

- Ensuring in your discovery research you speak to potentially vulnerable groups to understand how their needs differ.
- Ask yourself "what's the worst way someone could use this feature?" or "if this works exactly as intended, what behavior change are we creating?"
- Pair engagement metrics with satisfaction or value metrics. Always ask "are users glad they spent this time?"
- When presenting features to leadership or the team, include a slide on responsible considerations alongside business case and technical feasibility.
- Add a simple field to user story templates: "How does this respect user autonomy?" or "What's the user's exit strategy?"
- In design critiques, add "responsible critique" alongside usability and aesthetics. Train the team to spot dark patterns the way they spot poor contrast ratios.
- Conduct sludge and dark pattern audits.
- If launching as an A/B test, have you been able to identify how different groups have been affected?
- Monitor sentiment in reviews, support tickets, and social media for language about feeling misled, surprised by costs, or manipulated.

FORGOOD Framework for Product

Guiding Questions		Reflections, concerns, possible improvements	Pass / Fail / Mitigation / Improvement
FAIRNESS <i>User Equity</i>	Does this feature work equally well for different user segments, or does it advantage some over others? Have we tested with diverse users including edge cases, not just our typical super users?		
OPENNESS <i>Transparency</i>	Can users easily understand how this feature works and why we're suggesting it? Are we transparent about what data we're using and how behavioural techniques influence them? If asked "why are you showing me this?" could we give an honest, clear answer?		
RESPECT <i>User Experience</i>	Does this feature enhance user autonomy or quietly undermine it? Have we made it genuinely easy for users to opt out, pause, or reverse this action? Does this respect users' time, attention, and decision-making capacity?		
GOALS <i>Business vs User</i>	Whose goals does this feature primarily serve, users' needs or our business metrics? Would users who achieve our intended outcome feel like they've genuinely benefited? Where user and business goals conflict, have we acknowledged this and made conscious tradeoffs?		
OPINIONS <i>Brand Reputation</i>	Would we be comfortable publicly explaining exactly how this feature works? Has someone outside the immediate team reviewed this with fresh eyes?		
OPTIONS <i>Trade-offs</i>	Is this the least behaviourally invasive way to solve the user's problem? Have we considered alternatives that give users more control or require less manipulation?		
DELEGATION <i>Governance</i>	Do we have genuine user permission to intervene in this way, or are we assuming it? Would users view our use of their data, attention, or psychology here as appropriate? Are we staying within reasonable bounds of our relationship with users?		