



FORGOOD for UX Teams

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

- Research with vulnerable users and test designs with underrepresented groups
- Design transparency into interfaces and build friction that protects rather than persuades
- It's your responsibility to champion user needs and challenge thinking

Applying FORGOOD to the UX Team responsibilities

Research (Understanding the customer)

Research is essential to really understanding people's problems. However, sampling bias and the framing of questions can impact the answers you receive.

In practice this could be...

- Ensuring you obtain consent from those participating in your research & compensate them fairly.
- Proactively recruit users from underrepresented groups
- Check the framing of your questions to ensure they're neutral.

Design (Defining the product vision and prioritising features)

Design choices directly influence user behaviour and inflict varying levels of cognitive load and friction. It is essential to avoid dark patterns and sludge.

- During design critiques discuss the exit routes you've designed and critically justify any use of dark patterns.
- Use AI to provide an initial accessibility review of the design as a user who would.

Testing (Collaborating to build the feature and user experience)

Validating your designs is essential for proving that your initiative is successful both in terms of business goals and user wellbeing, ensuring there is no manipulation.

- Monitor for different impacts across user segments (age, digital literacy, socioeconomic status, region).
- Test different variations not just optimised influence but also extra information.
- In usability testing ensure you have a variety of participants to capture opinions from those who might be vulnerable.

Iteration (Go-live product to market, evaluating and iterating)

Iterations need careful consideration to ensure that manipulation does not creep in and that improvements do not make certain groups worse off.

- Identify areas where users are struggling
- Challenge Product Manager's around what metrics are actually important and what the user experience is.



FORGOOD Framework for UX

Guiding Questions		Reflections, concerns, possible improvements	Pass / Fail / Mitigation / Improvement
FAIRNESS <i>User Equity</i>	Does this design work equally well for users with different levels of digital literacy, cognitive ability, or financial knowledge? Does the visual hierarchy give equal prominence to options that benefit users vs. those that benefit the business? Are we testing with diverse user groups, including vulnerable populations?		
OPENNESS <i>Transparency</i>	Is information about costs, risks, and consequences visible upfront or hidden behind clicks? Can users easily understand what data we're collecting and how it will be used? Are we being transparent about why we're recommending certain options?		
RESPECT <i>User Experience</i>	Does this design respect users' time, attention, and cognitive capacity? Are we using respectful language, or are we guilt-tripping/shaming users into choices? Do we honor user preferences once they've been set, or do we repeatedly ask them to reconsider?		
GOALS <i>Value Alignment</i>	Are we helping users achieve <i>their</i> goals, or manipulating them toward <i>our</i> goals? Are we designing for long-term user wellbeing or short-term conversions? When user and business goals conflict, how are we resolving this in the design?		
OPINIONS <i>Brand Reputation</i>	Have we sought input from users who might be negatively affected by this design? Do we have mechanisms to hear from users who struggle with or abandon the interface? Are we listening to concerns raised by accessibility advocates or vulnerable user representatives?		
OPTIONS <i>Trade-offs</i>	Have all design options been considered? Are opt-out paths as clear and easy as opt-in paths? Can users reverse decisions or change their minds without penalty?		
DELEGATION <i>Governance</i>	Are we empowering users to make their own decisions, or deciding for them through defaults and nudges? Do users have control over automated features and personalisation? Are we supporting user autonomy or undermining it?		