Implications
Positive + negative.
Predicted + unexpected.

What are the 2nd, 3rd...nth order effects of what we put into the world? For health? Safety? Society? Humanity? Earth? Are there ethical considerations to our creations?

Systems
Platforms + movements.
Schools + governments.

How do we create for multiple stakeholders with different, context-specific needs?

Experiences
Events + spaces.
Moments + feelings.

How do we design towards equity? Who are we excluding? Are humans at the center of our work? Should they be?

Products
Digital + physical.
Form + function.

Is everything created with intention? Are we considering the life of the product beyond its intended use? What expertise is needed to craft our designs?

Technologies
Emerging + exponential.
Standalone + leveraged.

Are we actively prototyping with AI, ML, blockchain, XR, biotech? Are we contributing to their development as well as their use?

Data
Sources + algorithms.
Big + small.

Is our data biased? Where is it from? Are we considering the balance between privacy and mass surveillance in our collection of it?

This is design work.