Value Card

**Autonomy**
The product respects self-determination of the user; it does not manipulate his decision making.

Value Card

**Accessibility**
The product or service is easy to obtain or use.

Value Card

**Privacy**
The product protects (personal) data from misuse and does not reveal information on what stakeholders consider their private life or business secrets.

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**Transparency**
Stakeholder’s right to know about how people behave, businesses operate and digital services work.

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**Accountability**
Impacts by using a product can be traced back to someone who therefore can be held responsible for them.

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**Empowerment**
The product or service enables people to defend their own interests in negotiation with others.

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**Sustainability**
The product supports food production in which people, planet and profit are in balance, not to exhaust resources for next generations.

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**Data security**
Protect data from misuse and unintended access (such as hacking or cyberattack).

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**Data ownership**
Having rights to access, use and control a set of data.
**Inclusiveness**
The technology used in the product should not exclude particular (groups of) people, depending on gender, age, social status, disability etc.

**Fairness**
A just distribution of benefits harvested from this product by the stakeholders, such as data, information/knowledge, profits, power.

Rating: 1

Rating: 2

Rating: 3

Rating: 4

Rating: 5

Rating: 1

Rating: 2
Stakeholder Card
Retailer

Stakeholder Card
Bank

Stakeholder Card
Input supplier

Stakeholder Card

Stakeholder Card

Stakeholder Card

Discussion starter
Are there both negative and positive reviews of the same features of the product? How could you explain that?

Discussion starter
Does any of the stakeholder concerns surprise you? Why?
Discussion starter

How can you better relate to the different stakeholder perspectives?

What goals you’ve already reached with this product?

What could you change about the technology or business to alleviate some of the concerns you identified?

Game steps

1. Choose a scenario, product, service or Use Case
2. Identify relevant stakeholders
3. Draw a hand (yellow, blue and purple card)
4. Write reviews
5. Collect reviews, reshuffle and read them
6. Discuss with the team
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