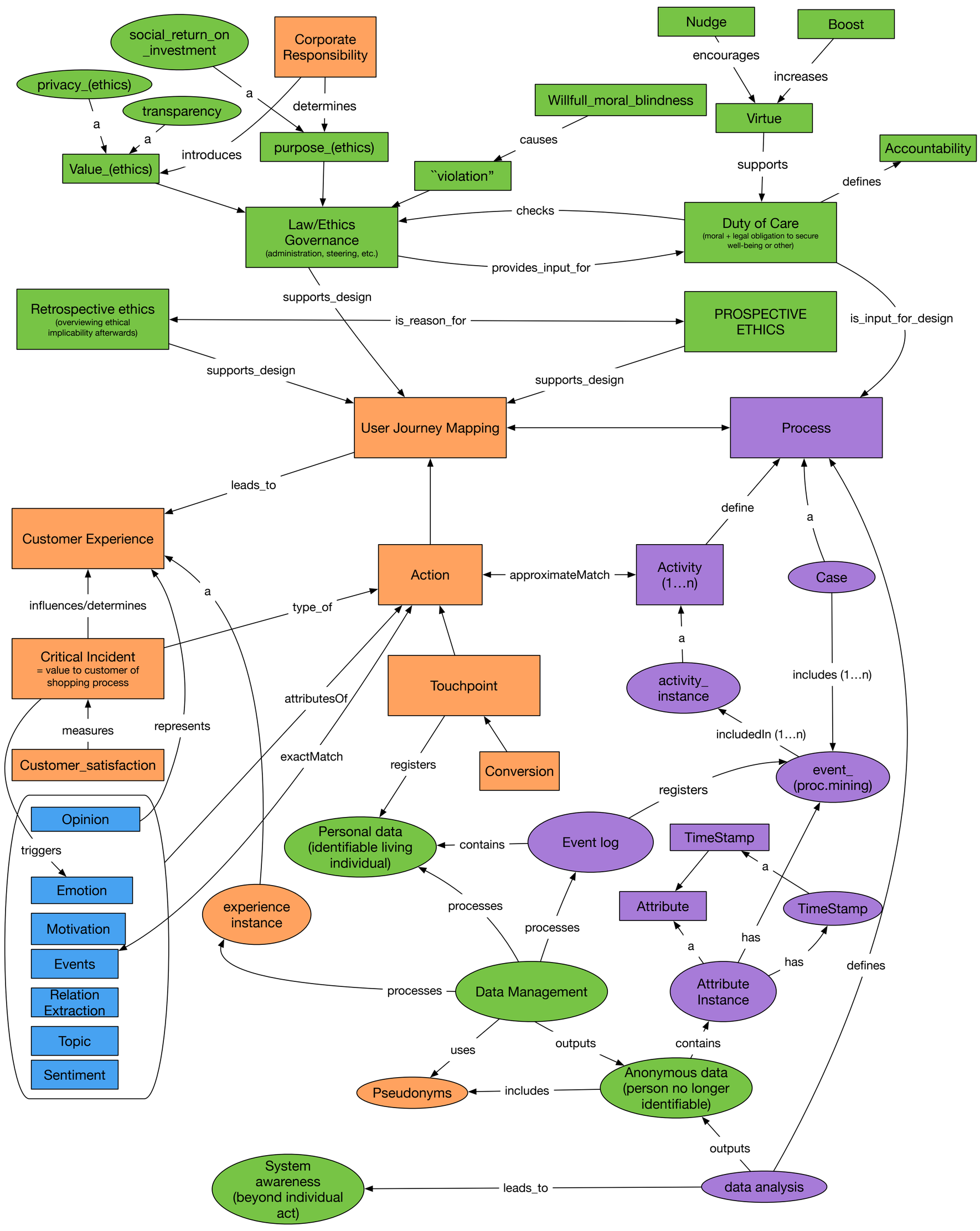
social_return_on _investment
Corporate Responsibility
Nudge
Boost
encourages
increases
privacy_(ethics)
a
determines
transparency
Willfull_moral_blindness
Virtue
a
a
causes
Accountability
introduces
purpose_(ethics)
Value_(ethics)
supports
``violation"
defines
checks
Law/Ethics Governance
(administration, steering, etc.)
Duty of Care
(moral + legal obligation to secure well-being or other)
provides_input_for
supports_design
Retrospective ethics
(overviewing ethical implicability afterwards)
is_reason_for
PROSPECTIVE ETHICS
is_input_for_design
supports_design
supports_design
User Journey Mapping
Process
leads_to
define
a
Customer Experience
Action
approximateMatch
Activity (1…n)
Case
a
influences/determines
type_of
a
Critical Incident
= value to customer of shopping process
attributesOf
Touchpoint
a
activity_ instance
includes (1…n)
measures
represents
exactMatch
registers
Conversion
includedIn (1…n)
Customer_satisfaction
registers
event_ (proc.mining)
Opinion
Personal data (identifiable living individual)
contains
Event log
TimeStamp
triggers
a
Emotion
experience instance
processes
processes
Attribute
TimeStamp
Motivation
a
has
Events
has
defines
processes
Data Management
Attribute Instance
Relation Extraction
Topic
uses
outputs
contains
Sentiment
Pseudonyms
includes
Anonymous data (person no longer identifiable)
outputs
System awareness (beyond individual act)
leads_to
data analysis