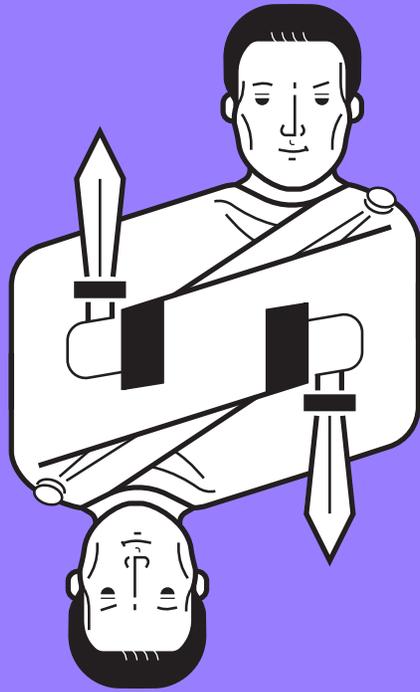


**Artefact created  
The Tarot Cards of Tech  
to help creators of all  
kinds consider the impact  
of technology.**

Each card contains provocations that will not only help you foresee unintended consequences, but also reveal opportunities for creating positive change. Take The Tarot Cards of Tech to your next brainstorm or team meeting to gaze into the future and better understand the potential impact of your products.

If you like these cards, let us know at [info@artefactgroup.com](mailto:info@artefactgroup.com). From workshops to design thinking, Artefact would love to learn how best we can help you and your organization.

[www.artefactgroup.com](http://www.artefactgroup.com)



THE  
BACKSTABBER

THE  
BACKSTABBER



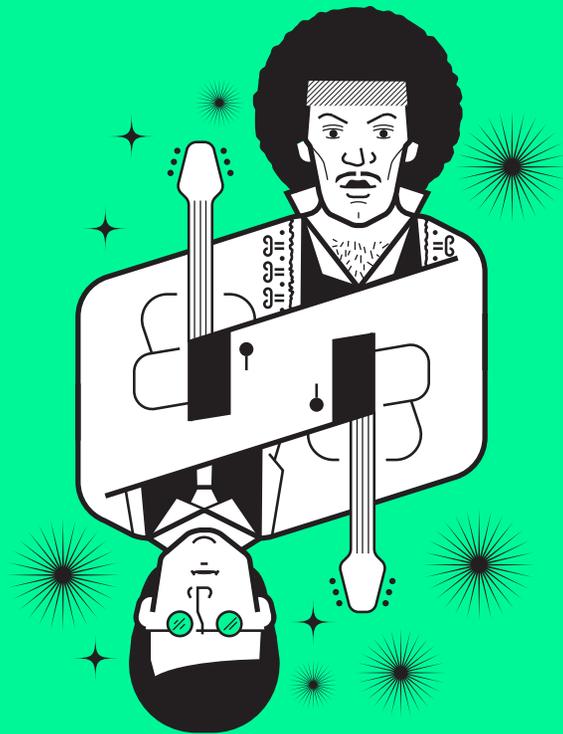
**What could cause people to lose trust in your product?**

What could make people feel unsafe or exposed?

What mechanisms are in place for listening to your users?

How will you recognize larger patterns in feedback so that action can be taken?





## THE CATALYST

## THE CATALYST



**How might cultural habits change how your product is used? And how might your product change cultural habits?**

What context would an alien from outer space need to use or understand your product?

What social norms, etiquette or traditions could change because of your product?





THE  
SERVICE DOG

THE  
SERVICE DOG

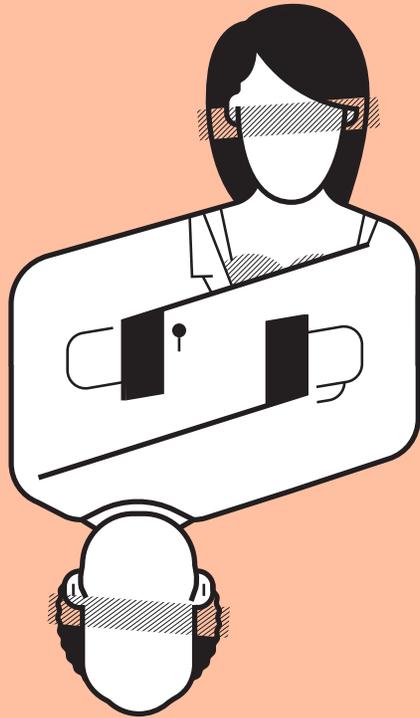


If your product was entirely dedicated to empowering the lives of an underserved population, what kind of impact could you make?

Who could your product most directly benefit outside of your targeted users?

How would your product change to better serve them?





THE  
FORGOTTEN

THE  
FORGOTTEN

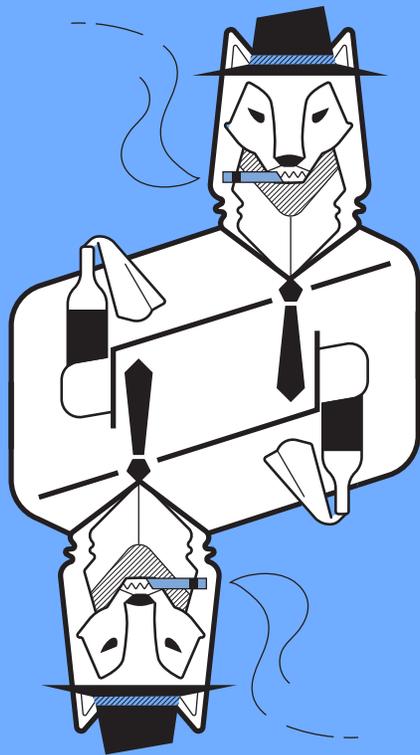


**When you picture your user base, who is excluded? If they used your product, what would their experience be like?**

**Whose perspective is missing from product development?**

**Pretend the opposite of your assumptions about your core user are true—how does that change your product?**





THE  
BIG BAD WOLF

THE  
BIG BAD WOLF



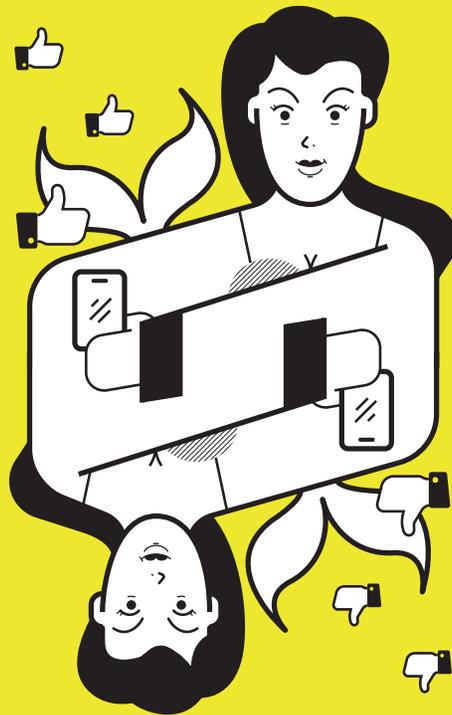
What could a  
"bad actor" do with  
your product?

What would predatory and  
exploitative behavior look like  
with your product?

What product features are most  
vulnerable to manipulation?

Who could be targeted with  
your product?





THE  
SIREN

THE  
SIREN



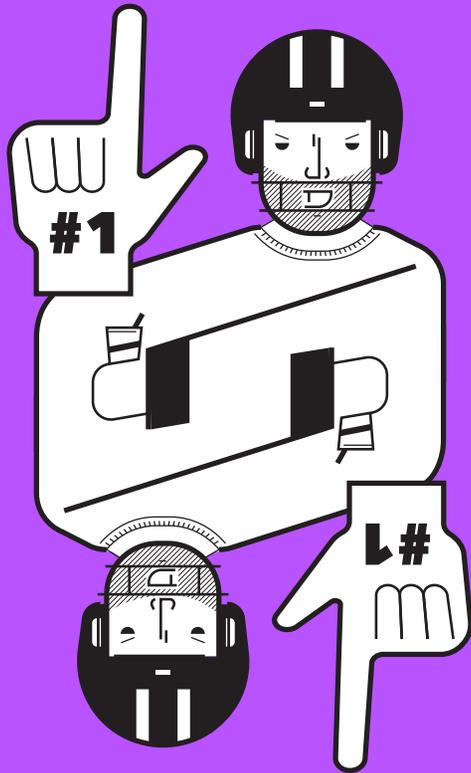
**What would using  
your product "too much"  
look like?**

**How does your product encourage  
users to engage, and how does it  
make it easy to disconnect?**

**How does your product respect  
people's boundaries and the other  
parts of their lives?**

**In what situations might it be  
inappropriate or distracting to  
use your product?**





THE  
SUPERFAN

THE  
SUPERFAN



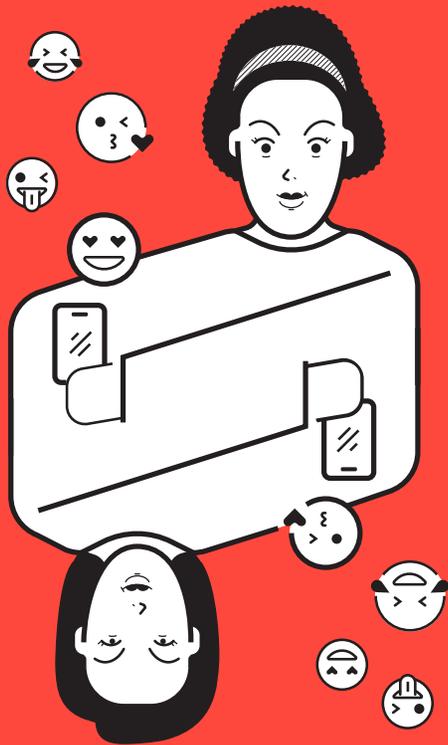
**How would a community of your most passionate users behave?**

What "rules of engagement" does your product rely on, and how might these be subverted?

In what ways might the community be an asset? In what ways might it become a liability?

If your product involves discourse, what does positive and negative communication look like?





THE  
BFFs

THE  
BFFs



**If two friends use your product, how could it enhance or detract from their relationship?**

How does your product change or create new ways for people to interact?

Does your product fill or change a role previously filled by a person?





## THE SCANDAL

## THE SCANDAL



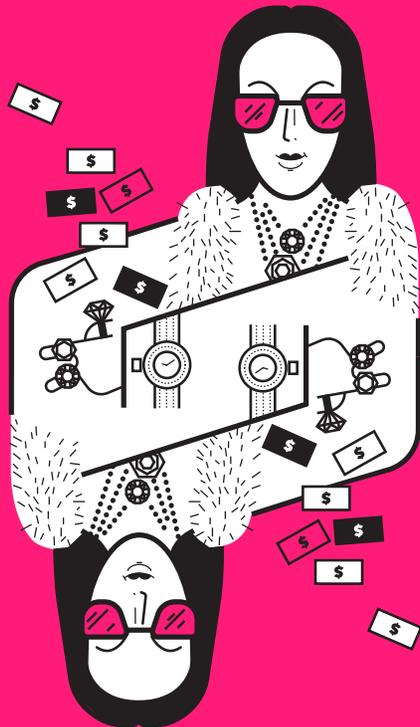
**What's the worst headline  
about your product you  
can imagine?**

**What about your business model  
would concern users most?**

**In what scenarios could your product  
cause harm or endanger people?**

**If your product was used entirely  
opposite of how it's intended, what  
does that look like?**





THE  
SMASH HIT

THE  
SMASH HIT



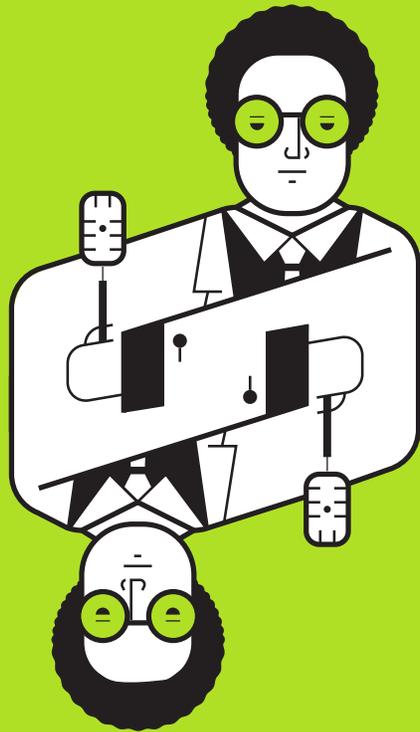
**What happens when  
100 million people use  
your product?**

What would mass scale usage of  
your product reveal or cause?

How might a community change if 80%  
of residents used your product?

How could habits and norms change?





THE  
RADIO STAR

THE  
RADIO STAR



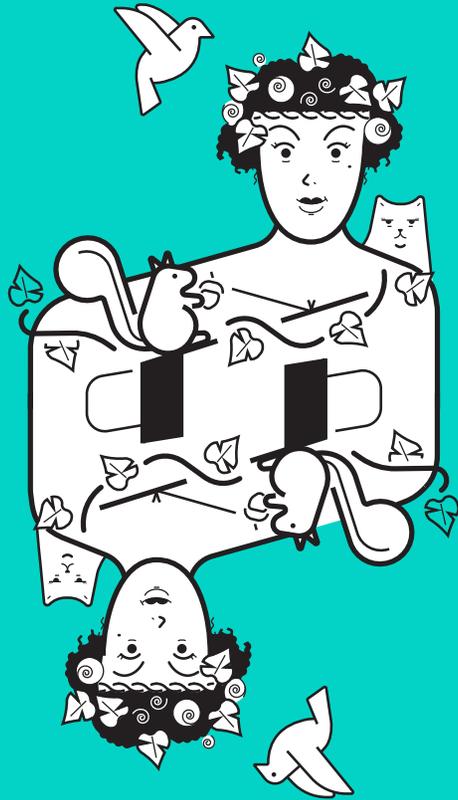
**Who or what  
disappears if your  
product is successful?**

Who loses their job?

What other products or services  
are replaced?

What industries, institutions or  
policies would be affected?





**MOTHER NATURE**

## **MOTHER NATURE**



**If the environment was your client, how would your product change?**

**What feedback would the environment give about your product?**

**What is the most unsustainable behavior your product encourages?**

