

# Another Lens

A research kit for conscientious creatives

How can we create solutions that  
don't leave any community behind?

Ask the right questions.

To help examine how bias influences our worldview, Airbnb Design partnered with News Deeply, a journalism startup dedicated to providing in-depth coverage of the world's most critical challenges. The end result was the Shadow to Light installation, an experience that pressed us to recognize our biases and grapple with our limitations.

We believe that both designers and journalists have the responsibility to shine a light on their bias by asking the right questions, seeking conflicting viewpoints, and expanding their lens to build inclusive, global solutions.

## Three guiding principles

Together with News Deeply, our design research team put together a set of guiding principles and exercises. These help designers address skewed perspectives in order to create thoughtful, inclusive work.

Our toolkit, *Another Lens*, poses a set of questions to help you:



Balance your  
bias



Consider the  
opposite



Embrace a growth  
mindset

## How to apply them

Each of the following questions is intended to shake up your thinking as you design. We recommend picking two or three at a time to reframe your work.

While this kit was made primarily for designers, we believe all creatives can apply aspects of it to their work. Next time you find yourself brainstorming, building, or polishing—we invite you to take a moment to challenge your reasoning. Together we can diminish the effects of bias within the creative process.

## **Balance your bias**

What are my lenses?

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Am I just confirming my assumptions, or am I challenging them?

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What details here are unfair? Unverified? Unused?

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Am I holding onto something that I need to let go of?

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What's here that I designed for me? What's here that I designed for other people?

## Consider the opposite

Who might be impacted by what I'm designing?

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What would the world look like if my assumptions were wrong?

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Who's someone I'm nervous to talk to about this?

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What do I believe?

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Who might disagree with what I'm designing?

## Embrace a growth mindset

What am I challenging as I create this?

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Is my audience open to change?

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If I could learn one thing to help me on this project, what would that one thing be?

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How does my approach to this problem today compare to how I might have approached this one year ago?

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How can I reframe a mistake in a way that helps me learn?

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Do I need to slow down?