JUPITER PRIME
Consulting • Training • Advisory
جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

# Product Roadmap Ethics and User Consent Training Course

31 October – 4 November 2027
Kuala Lumpur

# Product Roadmap Ethics and User Consent Training Course

**Ref:** 2346_87768 **Date:** 31 October – 4 November 2027 **Location:** Kuala Lumpur **Fees:** 4600 GBP

Product Roadmap Ethics and User Consent is a 1-week training course for product managers and product owners who decide what ships, in what order and on what terms for users, leaving with an Ethical Roadmap Impact Register. Digital products now collect more personal signals and automate more choices than ever, so consent and fairness decisions shape trust and retention. The course is offered by Jupiter Prime Training.

## Why Product Roadmap Ethics and User Consent Matters Now

Three forces push ethics into the roadmap itself. Users expect clear choices about their data and notice manipulative interface tricks quickly. Automated scoring features can spread unfair outcomes silently. Data-protection expectations keep tightening worldwide, and late fixes are costly. A product team that weighs harm alongside value earns repeat use and fewer reversals; one that treats ethics as a launch checklist inherits complaints, rework and reputational damage. The course rests on privacy by design and data minimisation principles, applied to discovery, backlog and release choices.

## Who Gains Most from Product Roadmap Ethics and User Consent

- Roadmap owners who rank initiatives and set quarterly product bets
- Backlog owners who write stories, acceptance criteria and release notes
- Discovery leads who plan user research, experiments and prototype tests
- Growth and monetisation owners who tune onboarding, pricing pages and retention flows
- Data product owners who define tracking plans and model-driven features

A product trio from one portfolio gains most when its members attend together.

## Product Roadmap Ethics and User Consent Capabilities

Participants turn ethical concerns into backlog items and consent journeys that engineers can build.

- Assess roadmap initiatives for user harm, exclusion and misuse — quarterly prioritisation
- Design consent journeys with granular, reversible choices — onboarding and settings owners
- Specify tracking plans that collect only what a feature needs — analytics and engineering leads
- Test interface flows for dark patterns before release — design and growth reviewers
- Weigh fairness metrics for model-driven features — data science partners and sponsors
- Communicate ethical trade-offs in plain terms — executives and customer-facing teams

## Key Product Roadmap Ethics and User Consent Terms

- Informed consent — a user's free, specific agreement to one use of their data, withdrawable as easily as given.
- Dark pattern — an interface that steers users into choices they would not otherwise make.
- Data minimisation — keeping only the personal data a defined purpose needs, for no longer than needed.
- Privacy by design — building data protection into requirements from discovery onwards, not after launch.
- Algorithmic fairness — how equitably an automated decision treats comparable user groups.
- Harm scoring — rating a feature's likely harm to users alongside its business value.

## Product Roadmap Ethics and User Consent Day by Day

### Day 1: Ethics Inside Product Strategy

- Stakeholder Harm Mapping — Who Bears the Cost of a Feature
- User Values Lens — Which User Values a Product Touches
- Product Principles Charter — Ethical Lines the Roadmap Will Not Cross
- Incident Case Reviews From Retail and Finance Apps — Early Warning Signals
- Ethics Ownership Model — Who Signs Off Contested Roadmap Items

### Day 2: Consent and Data Minimisation

- Granular Consent Journey Mapping — Opt-In Choices at Each Data Use
- Purpose Limitation Matrix — Linking Every Data Field to a Feature
- Tracking Plan Pruning — Removing Events No Decision Depends On
- Retention and Deletion Rules — How Long Each Data Set Stays
- Consent Withdrawal Flow Testing — Making Exit as Easy as Entry

### Day 3: Dark Patterns and Persuasive Design

- Dark Pattern Taxonomy — Recognising Confirmshaming, Nagging and Roach Motels
- Interface Audit Checklist — Screening Onboarding, Checkout and Cancellation Flows
- Ethical Experiment Design — Limits on A/B Tests That Exploit Bias
- Growth Metric Guardrails — Pairing Conversion Targets With Trust Signals
- Accessible Choice Architecture — Defaults That Serve Vulnerable Users

### Day 4: Fairness and Ethical Prioritisation

- Fairness Metric Selection — Choosing Error Parity or Outcome Parity
- Model Documentation Review — Questions to Ask Before Shipping Automated Features
- Harm-Weighted Scoring — Adding Ethics to Value and Effort Ranking
- Trade-Off Decision Records — Documenting Why a Risk Was Accepted
- Escalation Paths — When Product Ethics Needs Executive Judgement

## Day 5: Practising the Ethical Roadmap Impact Register

- Harm Mapping Applied to a Live Roadmap — Ranking Exposure by Initiative
- Consent and Tracking Plan Rework — Fixing a Healthcare App Sign-Up Flow
- Dark Pattern Audit Run — Peer Review of a Subscription Cancellation Path
- Fairness and Scoring Rehearsal — Defending a Contested Prioritisation Call
- Ethical Roadmap Impact Register — Completing Owners, Ratings and Mitigations

## Applying Product Roadmap Ethics and User Consent After the Course

- Run a harm-weighted scoring session on the next quarter's roadmap and record each accepted risk.
- Audit one high-traffic consent or cancellation flow against the dark pattern taxonomy and add fixes to the backlog.

## Product Roadmap Ethics and User Consent Questions FAQ

### What is product roadmap ethics and user consent, and why does it matter now?

It is the practice of weighing user harm, consent and fairness when deciding what a product builds and ships. It matters now because users judge products on how honestly they treat personal data.

### Which roles gain most from product roadmap ethics and user consent skills?

Product managers and product owners gain most, especially those who own roadmaps, backlogs, growth flows or data-driven features. Discovery leads and data product owners also benefit.

### How does product roadmap ethics and user consent differ from an AI ethics or UX design course?

It centres on prioritisation and backlog decisions rather than model engineering or visual design. The result is a ranked plan of ethical fixes owned by product.

### What do you bring back from product roadmap ethics and user consent training?

You bring back a completed register of roadmap initiatives rated for harm, with owners and mitigations. You also return with a dark pattern checklist and a reusable harm-weighted scoring method.

## Product Roadmap Ethics and User Consent: The Way Forward

The Ethical Roadmap Impact Register first informs which initiatives enter the next quarter and which need rework before build. Product owners, design leads and engineering leads use it during planning, while sponsors read it when accepting residual risk. After its first use, revisit the harm ratings against real user complaints and opt-out data to see whether the scoring weights reflected what users actually experienced.