

The metrics we use to measure product success should not come at the expense of people's mental and emotional health (e.g. time on site or feedback loops that may encourage addictive usage).

Mindful decision-making may often be a better goal for designs than efficiency of use. Where possible and appropriate, products should prompt self-reflection and critical judgment.

Products should provide direct pathways for accomplishing common goals, and minimize the number of distractions that would fragment users' attention.

Digital products should respect people's trust by using design patterns in obvious, non-deceptive ways.

Criticism of our work helps us to avoid ethical blindspots. While we need to be critical of our own work, it is important to solicit input from stakeholders, users, and other designers on what we're making.

Digital products should not leave us with lingering concerns when we aren't using them. They should make it easy to disconnect.

The words that we use in our products matter. We should never write or make something that we wouldn't speak to another person.

Data collected about a user should have a defined purpose that the user is aware of.

Product default settings should favor users' best interests, and should be obvious and easy to change.

Research samples should be representative of the types of people who would use our products in the real world. We should work to remove bias from our recruiting process.

The consequences of a design matter just as much as the quality of the design itself. Our job is not just to produce work, but to evaluate the impact of our work

Designers and developers are responsible for the work they put into the world.

The things we make reflect on the trustworthiness and credibility of the tech industry generally. If all designers made decisions like mine, would our industry be in a better state?

The success of a product should be determined not only by its impact on the business, but its impact on the people who use it.

The pressures of business requirements should never result in design that is dishonest or disrespectful.

Our teams should be diverse, not only to better reflect the diversity of our society and users at large, but because diverse perspectives lead to stronger solutions.

Our desire to learn and use emerging technologies should be matched by an effort to educate ourselves and others about their ethical implications.

We should work to rid our products and processes of bias, whether gender, age, racial, or other, and to be aware of the risks of introducing bias (e.g. not pairing a color with an icon for the vision impaired).

We should challenge others in our industry to practice design and development ethically, holding them accountable when they fail, and celebrating their accomplishments when they succeed.

To the extent possible, we should minimize our impact on and use of the natural environment, in the devices we purchase (or don't), the hosting providers we choose, and the products we design.

In addition to providing our labor and expertise, we owe clients our counsel. Our expertise includes not only our technical skills, but our critical judgment.

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It is our responsibility to accept projects for which we have the necessary experience and competence to serve clients effectively.

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We should place our clients' and the public's best interests first, before the best interests of ourselves.

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If we don't know the answer to something, we shouldn't hide behind a façade of expertise. Instead, we should ask pertinent questions and, with approval, conduct additional research.

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We should do our best to educate our clients, sharing our knowledge and making decisions as easy to understand as possible. Introducing obfuscation is a poor way to ensure job security.

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We should provide recommendations to clients based on what we believe best fits their present and future needs. We shouldn't be unduly swayed by what may be in fashion or more interesting personally.

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