

# Our Responsible UX Design Manifesto

Write your names here

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Include a photo  
of the manifesto  
with your  
assignment



**INTRODUCTION** (Convince audiences of the importance of responsible UX design)

HOPEFUL!

Can something that was supposed to make the world better also make it worse? Can something that was supposed to bring people together also isolate them?

In a world swarming with designs FROM the people, yet seldom FOR the people, responsible UX design is THE RAY OF HOPE. The need for responsible UX design is unprecedented to bridge the haves & have-nots of designs & services to create an ecosystem that is "people-first".

## PRINCIPLES

- 1) FROM THE PEOPLE, FOR THE PEOPLE - The design is born FROM the people and thus should always be in the service of the people
- 2) INCLUSIVE - All humans must feel like a part of the design regardless of gender, culture, religion, sexual orientation, disability, ethnicity, economic status & education.
- 3) SAFETY - Design should never put the user at physical, mental or digital risk and should provide GENUINE safety & not just a sense of safety
- 4) PSYCHOLOGICAL FREEDOM - Design should not COERCE the user to think, buy or engage. User should always have the freedom to make decisions
- 5) TRANSPARENCY - Design should practice absolute transparency of background & foreground processes, motivations and intent with the user. NO HIDDEN AGENDAS!