

HUMANict

human centred ICT

These are rules for people who work on research and development in the sector of information and communication technology (ICT). These rules are meant to help them in their ambition to put people central in development and application of ICT.

"I swear to submit to the following rules:

- 1) I acknowledge that ICT is only a means for communication between people or for activities of people – and not an end in itself.
- 2) I will develop and apply ICT in such ways that it stimulates growth, development and empowerment of people in their daily lives.
- 3) I am curious about behaviour, needs and wishes of people who will use the ICT that I am developing, and will initiate constructive dialogue with them.
- 4) I acknowledge that market pull and technology push are both driving forces, and I will create such balance that people come first – and technology second.
- 5) I will study social and cultural issues, and will prioritise long-term social benefits over short-term economic benefits.
- 6) I will go to people who will use the ICT that I am developing, and meet them in contexts of their daily life – with open ears and open eyes.
- 7) I will test concepts and prototypes together with future users – I am more curious about people, and less about concepts or prototypes.
- 8) When referring to people, I will give them true or fictional names, and will acknowledge and treasure each person's uniqueness.
- 9) I will write all documentation of ICT products or services from the perspective of people – formerly referred to as customers or end-users.
- 10) I appreciate that it's people who decide whether to adopt or use an ICT product or service. I enjoy people's unpredictable, creative and unique ways of living.

Thus I make my vow of virtue"

.....

Helsinki, September 2003