

Good Ai is hu.ma.ne



Guiding Principles for Designing with Ai.

¹ **Good Ai is Innovative.**

Ai should seek to advance the lives of its users, not just be a new thing.

² **Good Ai is Useful.**

Ai should be designed with intention, solving real problems in a meaningful way.

³ **Good Ai is Efficient.**

Ai should work efficiently, without wasting resources or causing unnecessary strain to the experience.

⁴ **Good Ai is Trustworthy.**

Ai should be designed with the utmost respect for privacy and security, ensuring that users' data is protected and their trust is earned.

⁵ **Good Ai is Ethical.**

Ai should be designed with an understanding of the ethical implications of its use, and should always prioritize the well-being of its users.

⁶ **Good Ai is Human-centered.**

Ai should be designed with the needs and perspectives of its users in mind, always striving to improve their experience.

⁷ **Good Ai is Transparent.**

Ai should be transparent in its decision-making processes, allowing users to understand and trust the technology.

⁸ **Good Ai is Accessible.**

Ai should be designed with accessibility in mind, ensuring that its benefits can be enjoyed by everyone—regardless of ability.

⁹ **Good Ai is Timeless.**

Ai should be designed to be durable and reliable, ensuring that its benefits can be enjoyed for years to come.

¹⁰ **Good Ai is Inclusive.**

Ai should be designed for all, accounting for the diverse needs and perspectives of its wide range of users.