



Principle 01  
Right to  
Intelligence

**Principle 02  
Purpose  
Driven**

Principle 03  
Disruption  
Prevention

Principle 04  
Risk  
Evaluated

Principle 05  
Accountable Redesign

## Principle 2: Purpose Driven

Purpose driven design to augment people's current capabilities, innovation should solve unexplored and unaddressed problems thereby ensuring innovations add value.

We are blindly accepting the purpose of apps designed by a profiteer. We are forced to accept the terms and conditions of the software we install or apps that we use. Free software on installation, often, will breach the scope of consent provided and install data collection plug-ins, and even third-party plug-ins, leaving the user with no choice. We currently don't have any criteria for new apps to consider the disruption, addiction, or enslavement. We need to consider the consequences – it shouldn't just be about profit.

## **Q1 What is the purpose of the innovation and what is it trying to achieve?**

- ☐ **Augmentation**
- ☒ **Automation**
- ☐ **Experimentation/Exploration**
- ☐ **Modernisation of existing innovation**
- ☐ **Pilot**

## **Q2 What is the key driver for the developed innovation? \***

- ☐ **Tactical (e.g. Military)**
- ☐ **Commercial**
- ☐ **Convenience**
- ☐ **Research**
- ☐ **Control / monitor**
- ☒ **Beneficial (e.g Healthcare, Climate)**
- ☐ **Digital Transformation**

**Q3** Are you involving the key stakeholders directly impacted by the product (including users) in a discussion to make sure they are in agreement with the new innovation, and are you able to share the results? \*

☒ Yes

☐ No

**Q4** Do you have a diverse range of data from different demographics that allow the innovation to meet various requirements of each diverse group? \*

☒ Yes

☐ No

**Q5** Are you aware of any existing products or professionals delivering similar features and functionality? \*

*This is to evaluate if are you designing your product uniquely? To help you design unique products and minimise challenges and market fragmentation.*

☒ Yes

☐ No

**Q6 Does the intelligent system control the outcome of a critical decision autonomously without human involvement?** \*

*e.g. approval of credit, loans, jobs, risk scoring, usage of innovation in weaponry, etc.*

☐ Yes☒ No

**Q7 Does the intelligent system explain transparently why a decision is made?** \*

*The factors influencing the decision, e.g. reasons behind approving or denying a loan*

☐ Yes☒ No

**Q8 Could the system purposefully or mistakenly induce physical or emotional distress, harm, or disturbance of any form to the subject and/or the environment?** \*

☐ Yes☒ No

### Q9 Can the system potentially render an unfair advantage to an entity or user? \*

*The advantage could be physical, emotional, intellectual, tactical, or any other, and could be due to through misuse or commercial decisions.*

☐ Yes☒ No

### Q10 Are you creating new standards, a new process or a new ecosystem? \*

☐ Yes☒ No

### Q11 Is the innovation compatible with the older version? \*

☐ Yes

☐**No**☒**No older version****Q12****Can you provide public evidence of survey or diverse consensus for the above criteria?**

*You must organise a focus group discussion of external and diverse attendance exploring the product's proposal in light of intelligence ownership. Their feedback must be recorded, the attendees' emails must be provided for verification purposes, and they must be work email addresses that are external to your organisation.*

☒**Yes**☐**No**[Previous](#)[Next](#)

Subscribe to our newsletter today

Email

Subscribe



This work is licensed under a [Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License](#).



[Privacy Policy](#)[Terms of Service](#)[Contact](#)

Public Intelligence Organisation a not-for-profit company registered in England and Wales (Company Number: 13427515).  
The registered address is 32 Park Cross Street, Leeds, England, LS1 2QH

©COPYRIGHTS Public Intelligence.Org