

Implications for Design

Human Agency, Autonomy & Oversight

Value

The ability and freedom to monitor and control decisions and actions.

Value Definition

Ensure that users maintain an active role in the decision-making process, with the ability and freedom to monitor and control the actions of their personal AI virtual assistant.

Design Principle

1. Users should be the main drivers, actively making the final decisions.
2. Users should have the autonomy and control over decisions made by personal AI virtual assistants.
3. Users should monitor and oversee the decisions made by their personal AI virtual assistants.
4. Users should approve and finalize the decisions made by their personal AI virtual assistant.
5. Users should have control over the end decisions made by their personal AI virtual assistant.
6. Users should be able to regain control and autonomy from their personal AI virtual assistants.
7. Users should be able to guide their personal AI virtual assistants by clearly defining their choices and intentions.
8. Users should have authority and the ability to override a personal AI virtual assistant.

Design Norms

Human Agency,
Autonomy &
Oversight

Implications for Design

Privacy & Data Governance

Value

Privacy & Data Governance

The access, storage, management and usage of personal data for oneself and others.

Value Definition

Ensure that users provide informed consent and are clearly notified about the extent of data accessed by their personal AI virtual assistant, as well as how this data will be stored and utilized.

Design Principle

1. Rather than granting their personal AI virtual assistant full access to all their personal data, users should have the option to also guide it by personally sharing their preferences and choices.
2. Users should provide explicit consent regarding the specific amount of data they are comfortable with their personal AI virtual assistant accessing.
3. Users should know how their personal AI virtual assistant trains and operates on their personal data.
4. Users should be notified and have control over the access to other people's personal data that may be inadvertently shared with their personal AI virtual assistant.
5. Users should have control over the end decisions made by their personal AI virtual assistant.
6. In any situation where a personal AI virtual assistant is recording, storing and sharing data, users should be clearly notified.

Design Norms

Implications for Design

Transparency

Value

Transparency

The clarity and identification of the source and origin of communication.

Value Definition

Ensure that for tasks and actions with sentimental value, users have the option to clarify whether the outcome was entirely achieved by the personal AI virtual assistant or involved their direct input.

Design Principle

1. Users should have the freedom to decide whether or not to disclose the involvement of a personal AI virtual assistant in any action.
2. Users should have control over whether they disclose the involvement of their personal AI virtual assistant in interactions or engagements with others.
3. Users should know if a personal interaction, particularly one with emotional or sentimental significance was conducted with another user or with their personal AI virtual assistant.

Design Norms

Implications for Design

Overall Impact & Wellbeing

Value

Overall Impact & Wellbeing

The broad consequences, impacts, and effects on society as a whole.

Value Definition

Ensure that personal AI virtual assistants enhance users' sense of connection and strengthen interpersonal bonds, while avoiding the erosion of social skills and behaviors that could lead to loneliness or social awkwardness. The impact on users' well-being should be positive and supportive.

Design Principle

1. Personal AI virtual assistants should encourage and facilitate genuine, authentic connections between users.
2. Personal AI virtual assistants should encourage and support users in making personal efforts to maintain or establish meaningful connections.
3. Personal AI virtual assistants should facilitate and encourage users to engage in direct, personal interactions and connections with others.
4. Personal AI virtual assistants should support users in actively participating in personal and emotional interactions to maintain trust and prevent feelings of distance or emotional detachment.
5. A user's personal AI virtual assistant should not be used to communicate or express the user's emotions to others during personal, sensitive or emotional interactions.
6. Personal AI virtual assistants should cater to users' preferences and needs, providing tailored support based on individual requirements.
7. Personal AI virtual assistants should assist users in managing their tasks, allowing them to allocate more time to enjoyable activities and enhancing their overall well-being.
8. Personal AI virtual assistants should support users in initiating interactions with others without entirely automating them, thereby enhancing users' social behaviors and skills rather than diminishing them.

Design Norms

Implications for Design

Personal Effort

Value

Personal Effort

The personal effort invested in achieving a desired outcome.

Value Definition

Ensure that users' input and preferences are consistently incorporated, implemented, and prioritized in the actions performed by their personal AI virtual assistant.

Design Principle

1. Personal AI virtual assistants should not entirely handle user's connectivity without any involvement from their end.
2. Communications between users should not entirely happen through personal AI virtual assistants.
3. Personal AI virtual assistants should facilitate, encourage and involve users in providing their input when engaging in emotional interactions.
4. Users should be facilitated and encouraged to add a personal touch to the content generated by their personal AI virtual assistant.
5. Users should be involved in the process and facilitated in investing personal time and effort when taking help from their personal AI virtual assistant to express emotions.
6. Personal AI virtual assistants should facilitate connectivity by seeking final approval from the user rather than autonomously performing tasks.
7. Personal AI virtual assistants should encourage and support users in being involved and making personal effort for people they care about.
8. Personal AI virtual assistants should not become the only mode of communication between users.

Design Norms

Implications for Design

Human-Human Connectivity

Value

Human-Human Connectivity

The direct interaction between individuals.

Value Definition

Ensure that users' personal AI virtual assistants actively facilitate and promote opportunities for face-to-face or direct interactions between individuals.

Design Principle

1. Communication between users should not happen only through their personal AI virtual assistants.
2. Personal AI virtual assistants should enable and initiate human-human engagement (eg. *providing conversation starters*).
3. Personal AI virtual assistants should facilitate more personal engagement and direct interaction between users (eg. *making suggestions, sending reminders*).
4. Personal AI virtual assistants should not entirely take over communication by fully automating it.
5. Users should not be put in a situation where they are the only human engaged in discussion with other users' personal AI virtual assistants.
6. Personal AI virtual assistants should facilitate users to engage more effectively in human-human interactions.

Design Norms

Implications for Design

Genuity & Authenticity

Value

The honesty, sincerity and integrity in representing oneself and reflecting emotions and intentions.

Value Definition

Ensure that users' personal AI virtual assistants encourage and support the direct expression of emotions and sentiments by users themselves, rather than autonomously expressing these on their behalf.

Design Principle

1. Personal AI virtual assistants should not create communication inaccuracies, especially when representing emotions or taking decisions.
2. Personal AI virtual assistants should not create fake or pseudo connectivity between users.
3. Personal AI virtual assistants should not create trust issues among users through intimate and emotional engagements.
4. Personal AI virtual assistants should not be used as the sole mode of communication for heartfelt bonds.
5. Personal AI virtual assistants should not engage in emotionally sensitive and intimate communication.
6. Personal AI virtual assistants should not entirely dehumanize the connectivity.
7. Personal AI virtual assistants should not create uncomfortable or awkward situations between users.

Design Norms

Genuity &
Authenticity

Implications for Design

Personalization

Value

Personalization

The support tailored to individuals' specific wants and needs.

Value Definition

Ensure that users receive assistance from their personal AI virtual assistants that simplifies their tasks and supports them in dedicating more time and effort to activities they enjoy.

Design Principle

1. Personal AI virtual assistants should facilitate non-emotional communication.
2. Personal AI virtual assistants should facilitate with mundane tasks, enabling users to nurture their meaningful connections.
3. Personal AI virtual assistants should understand and cater to user needs as accurately as possible.
4. Personal AI virtual assistants should assist facilitate users with their memory capabilities.
5. Personal AI virtual assistants should adapt to users' unique styles of expression.
6. Personal AI virtual assistants should adapt to user's communication style to facilitate tailored assistance.
7. Personal AI virtual assistants should facilitate social connectivity by providing convenience (eg. *scheduling phone calls as per availability*).
8. Personal AI virtual assistants should facilitate users with their tasks according to their respective needs.

Design Norms

Implications for Design

Emotional Connectivity

Value

The emotional engagement and mutual understanding between individuals, characterized by empathy, shared feelings, and responsive interaction.

Value Definition

Ensure that users' personal AI virtual assistants can adopt a passive role in emotion-driven and time-sensitive interactions, supporting users in managing these engagements themselves.

Design Principle

1. Personal AI virtual assistants should not offer emotional support or engage in emotional conversations without user's supervision.
2. Personal AI virtual assistants should act as guided by users.
3. Personal AI virtual assistants should not autonomously represent user's emotions, feelings or thought process.
4. Personal AI virtual assistants should not engage in arguments and create disagreements between people.
5. Personal AI virtual assistants should take a passive role in human discussions and respond as guided by the user.

Design Norms

Emotional
Connectivity