

I PRO 310: Designing Prototypes for Blind Swimmers
Fall 2008
Ethics Code

Overarching Principle

Provide a safe, effective, and reliable assistive device for visually impaired swimmers.

Law and Regulation

- Pressure: Proceed to the testing phase of the design process quickly
Risk: Conduct product tests while participating members are not properly certified under IRB
- Pressure: Produce and test a prototype quickly
Risk: Not follow the guidelines under IRB/ADA for testing with human subjects and people with disabilities
- Pressure: Produce a safe product
Risk: Not provide or falsely report warnings about product use (i.e. claim it is safer than it is)
- Pressure: Produce a design quickly
Risk: Infringe on patents by not doing the necessary research or by knowingly using a patented design
- Cannon: **Respect the laws and regulations set forth by institutions such as IRB and ADA as well as U.S. Patent Law. We shall also provide proper documentation of the uses and risks involved in the use of our product.**

Contracts

- Pressure: Time constraints in testing the device
Risk: Not establishing proper contracts with testees (i.e. consent forms)
- Pressure: Market the product and/or show the designs accomplishments to academic community
Risk: Breaking Confidentiality Agreements (publish collected data without the consent of those involved in collecting it)
- Pressure: Operate with the cooperation of outside parties
Risk: Not adhering to contracts with testees or outside contractors (i.e. Lifeguards/pool facilities)
- Cannon: **Respect the contracts and agreements with all parties involved in this endeavor. We also shall not reveal data collected without proper consent of all parties involved.**

Professional Codes

- Pressure: Sell the product
Risk: Not report or recall defective products
- Pressure: Produce and sell a product to customers quickly
Risk: Not produce a product which adheres to guidelines of Swim Coaches Association for the inclusion of disabled swimmers

Cannon: **Follow standards and guidelines set forth by related associations and be honest in reporting deficiencies in our own product and practices.**

Industry Standards

Pressure: Developing a product that is affordable
Risk: Use materials and manufacturing processes which do not create a safe product

Pressure: Release a product quickly
Risk: Selling a product which has not been fully tested
Risk: Sell a product which does not meet its design intent

Cannon: **Provide a product which is safe and reliable as well as effective in fulfilling its design intent.**

Community

Pressure: Develop a product which provides assistance to the user to increase their ability to compete
Risk: Develop a product which gives the user an unfair advantage during competition

Pressure: Develop a product which satisfies the design parameters (when tested?)
Risk: Develop a product which does not work for all members of the blind community

Cannon: **Understand our responsibility to produce a product which assists the Blind and Visually Impaired community while promoting an equal playing field among competitors.**

Personal Relations

Pressure: Time constraints
Risk: Not provide feedback to our outside partners and investors in a timely manner

Pressure: Keep our relationship with our partners on good terms
Risk: Not provide correct negative feedback

Cannon: **Keep our relationships with our outside partners in a professional manner.**

Moral Values

Pressure: Develop a product which is marketable
Risk: Not be truthful about what the product does or does not do

Pressure: Develop a device which meets the design parameters
Risk: Develop a device which does more harm than good (i.e. works, but is harmful to use)

Pressure: Receive feedback which proves the effectiveness of the design
Risk: Not be honest with people who review the design (testees) or ask leading questions when collecting data

Cannon: **Respect and maintain honesty with our consumers, partners, and all testees.**