IPRO-355

Code of Ethics

Refer to <u>The Seven Layers of Integrity</u> by June Ferrill

Overarching principle:

Our team will develop and design an augmented reality safety system that provides accurate, reliable and timely information. We are dedicated to providing critical data to construction persons in order to save lives and prevent accidents.

1) Law and Regulations:

Canon: We will comply with all intellectual property and regulatory laws to the best of our abilities.

Pressure: To make a product that does not infringe on other intellectual property.
Risk: Not doing enough research into patents that exist on augmented reality and infringing on other patents.
Risk: The patent research being performed too narrowly and other non augmented reality patents being infringed.
Measure: Being threatened with law suites due to patent infringement.

Pressure: To complete the work and building the prototype on time.
Risk: Exposing the project to unnecessary liabilities due to the legal and regulatory research being insufficient due to time restrictions.

2) Contracts:

Canon: We will abide by all the terms of the contracts and all non disclosure agreement that apply to our project.

Pressure: To use the prototype hardware for personal or non project related uses due to the hardware's other functions, such as using the GPS device for car navigation.
Risk: Violating terms of contracts with sponsors which can lead to withdraw of support.
Measure: Sponsors withdrawing their support for the project.

Pressure: Needing assistance from third parties for equipment operation and prototype building.
Risk: Violating non disclosure agreements.
Risk: Releasing trade secrets to outside parties.
Measure: Trade secrets being stolen and patented.

3) Professional Codes:

Canon: We will abide by the construction industry professional codes as pertaining to safety equipment.

Pressure: Create the most affordable prototype possible.
Risk: The product not providing any real value.
Risk: Not considering quality and safety issues in lieu of price.
Risk: Prototype not actually providing valuable information to the user and not providing any extra safety.

Pressure: Create the highest quality prototype.
Risk: Few consumers will be able to take advantage of its life saving ability due to its high price.
Measure: The change or lack thereof the number of recorded fatalities and accidents in the construction industry.

4) Business and Industry Standards:

Canon: Performing to the highest ethical standards of the construction and safety industry, keeping in mind that our product saves lives.

Pressure: To produce a prototype as quickly as possible.
Risk: Disregarding the new safety issues that our product will create.
Risk: The production of a dangerous prototype
Risk: The product not being thoroughly tested in the field and thus not being guaranteed to be reliable.
Measure: Obtaining a safety certification from such organizations as OSHA.

Pressure: To produce a product that is robust.
Risk: The inability to efficiently test the product due to its many functions.

5) Community

Canon: The team will thoroughly test and ensure the product provides the best safety and most value to the communities in which our product is used.

Pressure: Get product to market as soon as possible.
Risk: Product is not thoroughly tested and does not provide the intended value.
Risk: Putting the community at serious risk due to malfunction of the product.
Risk: Business fundamentals of the product are not properly researched to provide the most value to the community.
Measure: Legal action taken against the product's manufacturers by stakeholders.

6) Personal Relations:

    Canon: The team will respect each other's opinions and completed work.

    Pressure: To have a team and sub teams with a significant amount of autonomy.
    Risk: Sub teams not understanding each other's work.
    Risk: Project being delayed due to lengthened discussions and team member conflict.

    Pressure: To complete a large, varied amount of work in a short amount of time, such as weekly deliverables
    Risk: Team members taking credit for other work.
    Measure: Peer review at end of project

7) Moral Values;

    Canon: No team member will be required to do anything that violates their own personal, religious, moral, or ethical beliefs.

    Pressure: The need to work outside of class.
    Risk: Working on days that some consider religious holidays.

    Pressure: To complete all assigned work on time.
    Risk: Forcing a member to violate personal morals or values to meet deadlines.
    Measure: Member brings up situation to team publicly or privately to the proper hierarchical person, possibly the team leader.