

# Principles of Calm Technology

## **I. Require the least attention**

- a. Technology can communicate, but doesn't need to speak.
- b. Create ambient awareness through different senses.
- c. Communicate information without taking the wearer out of their environment or task.

## **II. Inform and create calm**

- a. A person's primary task should not be computing, but being human.
- b. Give people what they need to know and nothing more.

## **III. Use peripheral attention**

- a. The periphery is informing without overburdening.
- b. A calm technology will move easily from the periphery of our attention, to the center, and back.

## **IV. Amplify the best of technology and the best of humanity**

- a. Machines shouldn't act like humans.
- b. Humans shouldn't act like machines.
- c. Amplify the best part of each.

## **V. Minimize voice**

- a. Consider how your technology communicates status.
- b. Does your product need to rely on voice, or can it use a different communication method?

## **VI. Fail gracefully**

- a. What happens when your technology fails?
- b. Does it default to a usable state or does it break down completely?

## **VII. Use the minimum features for the goal**

- a. Slim the feature set down so that the product does what it needs to do and no more.

## **VIII. Respect social norms**

- a. Technology takes time to introduce to humanity.
- b. What social norms exist that your technology might violate?