The Product Manager's Hippocratic Oath

Do No Harm

- I will do no harm: to users, to the environment, to employees, to customers, to non-users, to future users, to technology, and to society as a whole.

Product

- I will build, design, and construct each product as though I were the ultimate user and would endure all of its challenges as well as enjoy all of its benefits.
- I will not design, either purposefully or inadvertently, product mechanics or gamification elements that encourage addictive or harmful degrees of product use.
- I will ascertain whether creating a new product/feature, decommissioning a product/feature, or doing nothing at all provides users with the greatest value.
- I will remember that while some users choose to use my application, some have no choice or rely on it to the degree that they are unable to switch, and I will empathize with the user's choice and/or lack of mobility, not exploit it.
- I understand the power of defaults, both psychologically and emotionally, and I will not abuse human nature's tendency to remain with the application's suggestions.

Data Management

- I will collect the minimum data required to maximize the value provided to users.
- Of the data utilized, I will use it with respect and as if it were my own.
- Of the data collected, I will properly secure it against misappropriation and malfeasance.
- If in the course of business, data is misappropriated whether due to internal or external actors, I will do everything possible to make amends and notify users as soon as possible.

UI/UX

- I will attempt to make the product as accessible to different users' abilities, equipment, bandwidth and other circumstances as is possible.
- I will not construct, either purposefully or inadvertently, pathways that guide the user to making choices that they would not make of their own accord or that are not for their betterment.
- I will not create, either purposefully or inadvertently, user interfaces that guide individuals towards making individually optimal solutions at the expense of their neighbor.
- I will endeavor to remember user preferences and incorporate them to the extent possible in the application's design.
- I will attempt to understand and plan for not just a product's 1st order consequences, but any 2nd and 3rd order effects as best as I can.