



SRI's Center for Innovation Strategy & Policy

Design for Trust

Assistance to organizations in the design of intelligent systems and advanced technology that inspires trust

The world is experiencing a major shift in technology led by developments in artificial intelligence (AI) combined with distributed sensing, data analytics, and robotics. As these capabilities continue to march forward, the demands of society to design intelligent systems that are safe, reliable, and ethical will only grow louder. Drawing on lessons from its own pioneering work in AI research and technology development, SRI has created a comprehensive approach to technology design and development that addresses the question: How can we create intelligent systems that inspire trust?

CISP's client services specific to this practice area include:

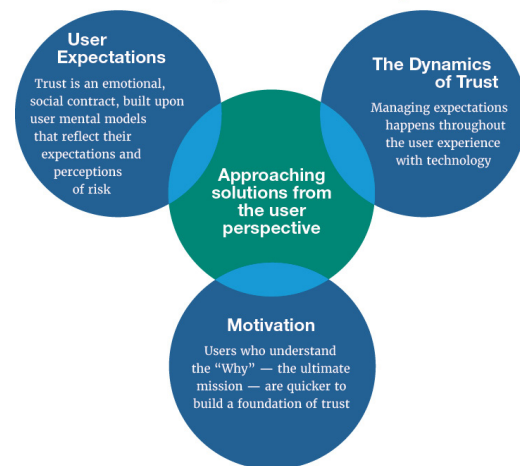
- Coach clients in understanding their users and their environment
- Assist clients in motivating users to act
- Empower clients to demonstrate their value to gain user trust
- Support clients in explaining risks and managing expectations

Related materials

[Design for Trust](#) (Platform)

[In AI we trust?](#) (Expertise)

SRI's Design for Trust Principles



For more information

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