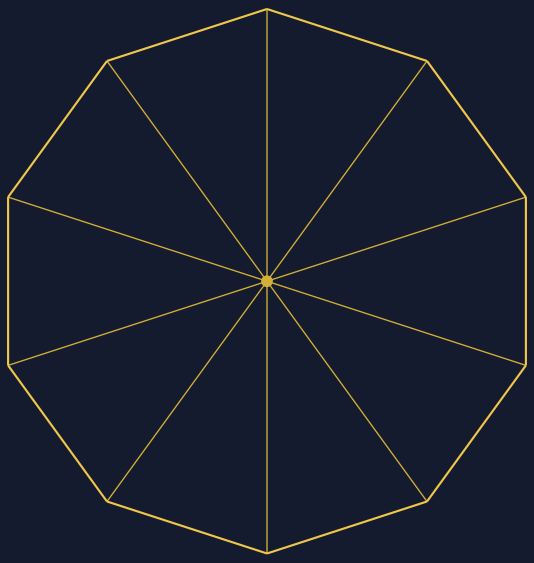
THE HUMAN BEHAVIOUR INDEX

ICH

A measurable language for professional behaviour.

ICH assesses ability, attitude and professional behaviour across ten dimensions through realistic workplace scenarios. It restores something that CVs, LinkedIn and traditional psychometrics cannot: how a person actually behaves at work.



MVP · V0.1 | BILINGUAL EN / FR | 10 DIMENSIONS | 30+ SCENARIOS

Features · Benefits · Roadmap — A concise reading for teams, employers, and partners.

This document is a living overview. The product ships weekly.

A measurable language for behaviour at work.

ICH — Indice des Comportements Humains — is a behavioural assessment platform. Candidates and employees respond to realistic workplace scenarios. Each response is scored against ten professional dimensions using a transparent, weighted rubric (Quality 35%, Responsibility 25%, Care 20%, Impact 20%).

The result is a Global ICH Score (0–100), a level (Awakening → Reference), and a Crystal — a ten-branch visual signature of a person's professional presence.

THE TEN DIMENSIONS

01 Courtesy	*The first breath of respect.*	**02 Respect**	*The consideration owed to every person.*
03 Active Listening	*Silence made useful.*	**04 Empathy**	*The ability to feel with, not for.*
05 Kindness	*Small acts that widen the room.*	**06 Responsibility**	*Owning the outcome, not the excuse.*
07 Proactivity	*Movement before it is asked of you.*	**08 Anticipation**	*Reading the room before it speaks.*
09 Initiative	*The courage to begin.*	**10 Integrity**	*Doing the costly right thing.*

Features that already live inside the MVP.

- **Cinematic Assessment**
  A guided journey through 30+ workplace scenarios, structured in chapters with ambient soundscape, breath-like drone bed and gentle chime cues.
- **ICH Crystal**
  An interactive ten-branch visualization of the candidate's behavioural signature — with animated reveal and dimension detail views.
- **Digital Passport**
  A shareable behavioural profile: global score, level, top strengths, development priorities, and a PNG/PDF export ready for portfolios.
- **Public Share Link**
  Every passport gets a unique read-only URL (/p/:slug) with server-generated Open Graph images for LinkedIn, WhatsApp, X and email.
- **Reach Analytics**
  Views, unique viewers, referrers, milestone toasts at 10 / 50 / 100 views — deduplicated for bots and owners.
- **Mission Streaks**
  Consecutive days of reflection light up a subtle gold ring on the matching Crystal branch — a quiet reward for consistency.
- **AI Shadow Coach**
  Private conversational coach (Claude Sonnet 4.6) that helps users rehearse difficult workplace situations without judging. Rate-limited and daily-capped for a healthy pace.
- **Personal Development Plan**
  Missions targeting the three lowest dimensions, with a reflection log ('what happened / what I learned') to build behavioural muscle.
- **Bilingual — EN / FR**
  Every screen, question, scenario and coach reply switches language on the fly.
- **Legal & Privacy Ready**
  Public Terms, GDPR-shaped Privacy Policy and cookie banner — EN/FR — so EU users can sign up with confidence.

Benefits, by audience.

For Candidates & Employees

A tangible language for something usually invisible. A digital passport that turns behavioural quality into a story you can share — like a portfolio, but for how you actually work.

- Explains strengths without bragging
- Reveals blind spots without shame
- Coaching + missions to progress
- One share link, worth a hundred bullet points

For Employers & HR

Move beyond CVs, references and gut feeling. See how a person behaves in the situations your team actually faces — before you hire, promote or restructure.

- Behaviour data at hiring stage
- Objective and repeatable rubric
- Team-level views (roadmap)
- Culture fit, without bias theatre

For Coaches & Educators

A structured mirror for the humans in your care. Track progress across ten well-known dimensions, and prescribe missions with a built-in reflection log.

- Objective baseline & growth
- Missions with reflection loops
- Bilingual for global cohorts
- Frees coaching from admin

For the Organisation

A shared vocabulary for professional behaviour. Reduce friction, protect service quality, and make growth conversations concrete instead of political.

- Common language across teams
- Signal for silent culture drift
- Basis for internal certifications
- Reduces regretted hires

04 · UNDER THE HOOD

How the score is built.

Every scenario response is scored on four axes: Quality of judgement (Q), Responsibility (R), Care for people (C), and Impact on outcomes (I). Weights: Q 35 %, R 25 %, C 20 %, I 20 %.

Dimension scores (0–100) are averaged across each dimension's scenarios. The Global ICH Score is a weighted composite. A level is assigned: Awakening (0–39) · Practising (40–59) · Confirmed (60–74) · Excellence (75–89) · Reference (90–100).

The three lowest dimensions become the user's Development Priorities and drive the missions. Nothing is opaque — the entire rubric is versioned (SCORING_ENGINE_VERSION) and evolves with the platform.

TECH & PRINCIPLES

Stack	FastAPI · MongoDB · React · Tailwind · Framer Motion · Emergent LLM (Claude Sonnet 4.6)
Privacy	Only public-safe fields on shared passports. No emails, no raw responses, no reflections leak.
Guardrails	Rate limits on hot endpoints. Per-user daily cap on the Coach. Idempotent daily streak events.
Design	White + gold + subtle green. Ambient audio is opt-in and can be silenced on any page.

Roadmap, from MVP to platform.

Now · MVP · v0.1

- Cinematic assessment · EN & FR
- Crystal + Passport + Public share link
- AI Shadow Coach (Claude Sonnet 4.6) with daily cap
- Missions + reflection log + streak rings
- Reach analytics + milestones
- Employer waitlist + admin CSV
- Terms, Privacy Policy & cookie banner

Next · Q1–Q2 · Platform

- GDPR account controls (export & delete)
- Sentry error tracking + Mongo backups
- Employer dashboard: shortlist, compare, invite
- Team ICH view (aggregate crystal)
- Assessment campaigns & invitations
- Multi-source 360° (peer + manager)
- Shareable badges & LinkedIn embed

Later · H2 · Depth

- 100-day programme (guided coaching arc)
- Certifications & organisational levels
- Sector-specific scenario packs
- Enterprise SSO, audit log, retention controls
- Public API + webhook events
- Longitudinal reports and behavioural drift alerts

Vision · 2027+

- ICH as a shared vocabulary across companies
- Behavioural passport recognized by employers
- Ethical, transparent, human-first alternative to opaque psychometrics

ONE LAST THING

Behaviour is the last unmeasured resource.

ICH makes it visible — respectfully, transparently, and in your own words.

This document is a snapshot. Features ship weekly, and the roadmap moves with the people who use ICH. If you want to shape what comes next — as a candidate, an employer, a coach, or a partner — reach out through the platform's Employer preview page or leave your email on the waitlist. We reply, personally.

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A measurable language for how we behave at work.

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