

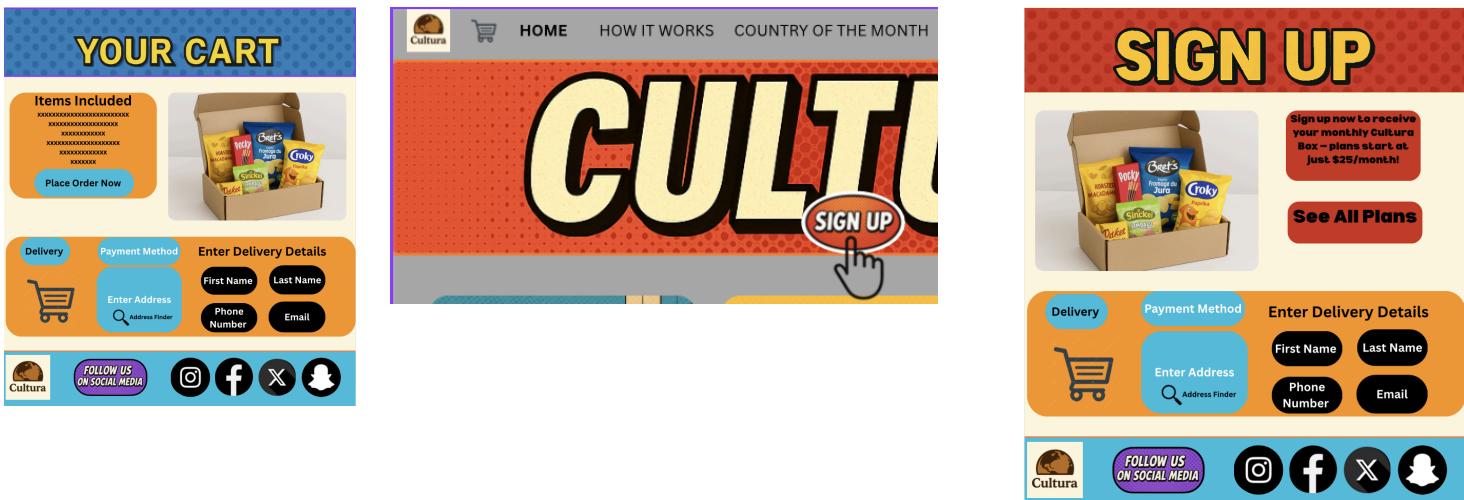
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Digital Business

1.1

The Cultura website is a digital platform designed to facilitate cross-cultural experiences through monthly boxes. It features a vibrant, colorful design with a comic book aesthetic.

- Home Page:** Features a large "CULTURA" logo with a "SIGN UP" button. Below it are three main sections: "CUSTOMERS REVIEWS" (with three rows of five-star reviews), "SIGN UP" (with a red button), and "FOLLOW US ON SOCIAL MEDIA" (with icons for Instagram, Facebook, X, and Snapchat).
- How It Works:** A yellow header with the title "HOW IT WORKS". Below it is a collage of images showing various products and people. A section titled "Our Products" displays five product options: "Standard Box \$25", "Premium Box \$40", "Extra Snack Pack \$10", "Extra Items \$10", and "Extra Travel discounts \$15".
- Country of the Month:** A blue header with the title "COUNTRY OF THE MONTH". Below it is a collage of international flags and symbols. A section titled "FACTS" contains a list of facts, and "NATIONAL DISHES" shows images of traditional foods from different countries.
- Community Page:** A purple header with the title "COMMUNITY PAGE". Below it is a collage of images related to travel and culture. A section titled "Cultura" features a globe icon and a "SUBMIT YOUR PICTURE NOW" button.
- About Us:** A red header with the title "ABOUT US". Below it is a collage of images. Three orange boxes highlight the company's mission: "To unite the world through shared cultural experiences – one box at a time.", "Experience the World Through Monthly Boxes", and "The promotion of cultural understanding and global travel in an affordable way.". A blue box below states: "Cultura is all about experiencing the world from home. Each month, we send out boxes filled with snacks, cultural items, and more from different countries. Our goal is to help people learn, connect, and appreciate new cultures in a fun and easy way. With Cultura, you can explore the world without ever needing a plane ticket." A "SIGN UP" button is present.
- Contact Us:** A green header with the title "CONTACT US". Below it is a collage of images. A section titled "CUSTOMER SERVICE" has several input fields. A section titled "CONTACT US" has social media icons. A section titled "FAQS" has a list of frequently asked questions.
- Privacy Policy:** A grey header with the title "CULTURA". Below it is a detailed privacy policy text. It includes sections for cookie preferences, data collection, and user consent. Buttons for "Just Necessary" and "Accept All" are present, along with a "Cookie Settings" link.
- Our Products:** A yellow header with the title "Our Products". Below it is a collage of images. A section titled "Our Products" displays five product options: "Standard Box \$25", "Premium Box \$40", "Extra Snack Pack \$10", "Extra Items \$10", and "Extra Travel discounts \$15".
- How:** A yellow header with the title "HOW". Below it is a collage of images. A large hand icon is pointing towards the word "HOW".



2.1

- The tools used to create this website include Chat GPT AI image generator and Canva AI Image generator.

2.3

- The AI tools work with my website by generating personal images for my website. This helps because it avoids any copyright issues. However, the AI used sometimes produces generated images that come out a little dismembered and contain spelling mistakes.

2.4

I want you to generate me a computer mouse clicking and I want it to be as a png so I can use it on my website

Image created >

can you just do the cursor

Image created >

Perfect — I'll create a realistic photo-style image of an open Cultura box filled with products that reflect your theme — snacks, cultural items, postcards, and small keepsakes from around the world.

Would you like me to:

A — Keep the same yellow box
B — Use a different color (blue, red, or surprise you?)

Perfect — I'll generate a realistic open yellow Cultura box with products inside — a mix of global snacks, cultural items, and postcards — no text on the image, just the box and items.

Ready to create it?

Just to confirm — do you want me to generate both (the hand cursor and the arrow pointer) as transparent PNGs?

Before I do that — do you want it to look like:

- A hand cursor (like the one used when hovering over links), or
- A standard arrow cursor (like the default mouse pointer)?

Just the hand



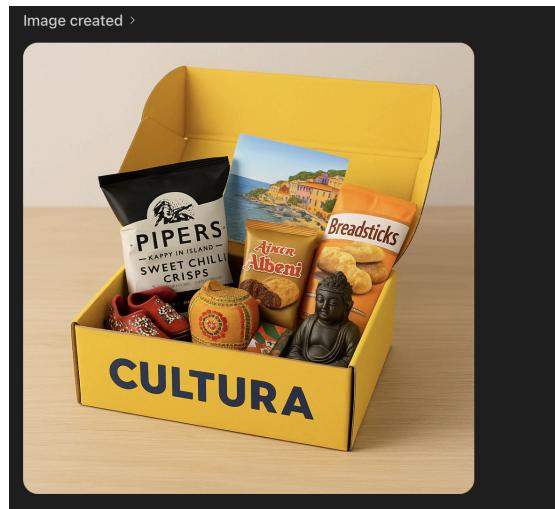
Got it! — I'll make another realistic open Cultura box photo with a different mix of global products inside, still keeping:

- The same yellow box
- No people
- A clean, real-life presentation

Would you like this one to focus more on snacks, cultural items, or a balanced mix like before?

Perfect ✓ — I'll create a realistic open yellow Cultura box with a balanced mix of snacks and cultural items, no text or people, styled like a professional product photo.

Ready to generate it?



3.1

- A) To ensure that all of my content remained original, I used AI tools like Chat gpt and Canva AI strictly for generating images for my website. Even though these images were produced by AI, the prompts given to the AI tools were described as to how I wanted them. These factors ensure that my content remained original and that I used AI in a responsible manner.
- B) Cultura's website considers privacy by limiting personal data collection by only taking the necessities from the customers. This includes their personal email, address, and name, any data collected will be protected and secured by Cultura. This includes HTTPS encryption, and compliance with the UK GDPR (Information Commissioner's Office, 2023). No unnecessary tracking will be included when accessing the website, unless consented by the user. This approach will ensure customer trust and show responsible digital business practices.
- C) AI generated content can show instances of cultural and demographic biases based on the data it has been trained on. An example of this can be seen when image generators target certain countries or stereotypes more than others. In order to counter this I reviewed all AI generated images to ensure that cultural diversity was protected and not misrepresented. As Ferrara (2024) notes, bias in AI often feeds on inequalities of the data it learns, which is why human judgement is important. By carefully choosing images that represent different countries in a positive way, Cultura will be able to promote inclusion and fairness throughout the brand.

4.1

- Working on the Cultura website came with both ethical and practical challenges. One of the main ethical challenges was making sure that AI did not influence how my website looked while generating images. Sometimes the generated images were not suitable and I would constantly tell Chat what I wanted to make sure it was correct and fit my needs. This process showed me how much attention must be given to when generating content to make sure that it is correct and overall makes sense.
- Data Privacy was another major challenge that I faced. I had to think about how user data like names, emails and addresses should be collected and stored within the website. Learning about general data protection laws within the UK taught me how serious privacy laws are and how even the smallest businesses must respect them. I used my knowledge to implement it within my website by limiting the data being collected was only necessary and that users would give consent before sharing this data.
- A practical challenge I faced was while developing AI images and the biases within them were some of the visuals I generated I thought didn't properly represent enough cultural diversity. This ultimately goes against what Cultura stands for. I countered this by reviewing each image and only choosing ones that represented inclusion and fairness.

4.2

- Overall, I learned that using AI in an online business can be a helpful tool, but it requires responsibility, and careful judgement. These lessons will help me in the future when working on projects that require the use of AI and how to implement them properly within the project.

References

- Information Commissioners Office (2023) *A guide to the data protection principles*. Available at: <https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/data-protection-principles/> (Accessed 31 October 2025).
- Ferrara, E. (2024) *Fairness and Bias in Artificial Intelligence: A Brief Survey of Sources, Impacts, and Mitigation Strategies*. Available at: <https://www.mdpi.com/2413-4155/6/1/3> (Accessed 29 October 2025)