

Value Sensitive Design Assignment #2 (submit with your final project)

[General]

1. Briefly describe the website you are building (its purpose/functionality/etc.)

Our website serves the purpose of selling electronics specifically mobiles and laptops to users. A user upon visiting our website is first displayed a privacy policy statement and terms of use on our home page. The home page contains generic information on our range of products and offers available. A user can navigate through the navigation bar to access the login or register page. Our website allows the user to browse through various products as well filter through whether they want to view laptops or mobiles. The website's functionality also allows a search feature where the user can search for a particular laptop or mobile brand and only those brand items are displayed. A user can add items to a cart, wishlist them as well as view a product in isolation for more details.

2. What problem is your website meant to solve? (If your website wasn't intended to solve a problem, instead answer the following: what problem or problems *could* a website like yours solve?)

We aim to bridge the gap between sellers and customers who wish to buy electronics and to provide a solution of being a one stop shop for all products they need. They can search for brands they want, to make online purchases safely and securely. Our website could also solve problems that relate to

3. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.

The stakeholders include the general public who are interested in buying an electronics product online who come under the category of buyers. They also include sellers who are interested in using our platform for selling and advertising their products and increasing their reach. We also are aware that our platform might be of use for competitors of certain brands to observe certain e-commerce trends so they can analyse their product reach and brand.

4. What values are at stake for these stakeholders?

The stakeholders will have to share data with regards to their address, contact info and email. These are essential data required for us to deliver the purchased products as well as understand trends to build on loyalty programs.

**5. Is your website likely to undermine or compromise any of these values?
Which ones, for which stakeholders, and how?**

Our website is built on the trust that we will not allow any of our above mentioned values to be violated.

6. Which values does your website promote, for which stakeholders, and how?

We believe in not selling the user's data to third parties. In cases of requirement of the data by law, we may have to disclose the user's data without any prior notice to the user. However we provide an option to remove your personal data from our records after receiving a verified request from your end subject to the following exceptions. We ensure that deleting the user's data does not violate any legal obligation for safe and secure data handling.

7. What counts as “success” for the website you are building? Given the relevant problem(s), stakeholders, and values that are at play, why is this account of success reasonable?

The aim of our website is to provide a user friendly interface for those people who wish to purchase and find electronics of their choosing. We want to assure our customers that we bring forth a website to allow a safe and secure way for them to shop and browse through their favorite brands and keep their data safe. We also wish to give access to sellers and commercial vendors a safe and user friendly platform to sell their products and interact indirectly with customers.

8. How does the broader social context surrounding your website affect the likelihood it will succeed?

Electronics have become an integral part of everyone's life. Having a mobile phone and laptop is not considered luxury but have become a necessity for the past couple of years. To have a place in the social structure, it has become mandatory for people to have mobile phones and laptops. For the past year or so, due to the unforeseen pandemic, lots of things have gone virtual and that has demanded a need for people to have mobile phones and laptops to stay connected with everyone. This requirement makes every individual search for sources where they can buy electronics for a cheaper rate and after buying receive good customer service. This increased need for electronics by people will be a driving force in the success of our website. People will

stumble upon our site looking for offers, delivery options which will drive our business and definitely be a huge success.

[Privacy]

1. What user data will you have access to, and what might this data reveal about its subjects?

The data our website has access to is strictly restricted to the purchases a user makes, what kind of products are they most interested in and how many users are registered. This helps us in understanding and availing better offers for loyal customers. We aim to better, personalize, and expand our website. We wish to understand and realise how users perceive our website and how good our reach is. We wish to communicate with our stakeholders, on suggestions including for customer service, to provide customers with updates and other information relating to the website, and for marketing and promotional purposes.

2. What values are relevant to your website's privacy policy? (Note that the relevant values will depend in part on the kind of website you are building).

We believe in not selling the user's data to third parties. In cases of requirement of the data by law, we may have to disclose the user's data without any prior notice to the user. However we provide an option to remove your personal data from our records after receiving a verified request from your end subject to the following exceptions. We ensure that deleting the user's data does not violate any legal obligation for safe and secure data handling.

3. Describe how you took the relevant values into account in writing your privacy policy (e.g. what decisions and tradeoffs were made, and why).

The values like what level of PII data of the user is stored are taken into consideration by the website. The PII data like the credit card information is highly sensitive and is not stored by the website. But the data like the email, name, contact and shipping information of the user are required by the website to inform the user about the occasional offers is stored by the website in its database. The user's data is stored in Firebase which is not accessible to anyone except for the service account accessing the data.

[Autonomy]

- 1. In what ways might your user interface “nudge” users? Analyze a minimum of 3 features.**
 - a. An anonymous user sees a lucrative offer of high discount on the website on the website. But on registering the offer is converted to a free shipping offer.
 - b. The website also consists of products which are not yet listed for sale.

- 2. Do any of these constitute “dark patterns”? For each previously identified feature, explain why it does or does not.**
 - a. Disguised Advertisements.