

VSD-OCSE Activity - Team R02

STEP A : *Envision*

A1: *Creating a list of the system's direct stakeholders. For each stakeholder role, note at least one concern specific to that role.*

1. **Farmers:** it should be easy to put products for sale and manage the products
2. **Customers:** it is important that the products have a high quality
3. **Shop staff:** it is important that the system provides me with an easy way to contact clients
4. **Warehouse manager:** it's important that I can have all the pickups in order to organise better my work
5. **Warehouse staff:** the system should tell me when deliveries are expected so I can schedule my work
6. **Manager:** Getting employees to work at their best to get the most out of everyone
7. **Delivery staff:** I need to see where deliveries are going so that I can plan my path and finish deliveries in the shortest amount of time

A2: *Generate a list of 3-5 indirect stakeholders. For each indirect stakeholder role, note at least one concern specific to that role.*

1. **Family/friends of the customer:** the food quality should be high
2. **Farming equipment producers:** the more the farmers sell the more work we have
3. **Family of farmer:** we want that the farmer sells as many products as possible

STEP B : *Speculate*

B1: *Generate a list of as many potentially implicated values as possible in five minutes. Then briefly discuss each of the values on your list*

1. **Human welfare:** we sell food so we directly impact on the physical and mental welfare of our clients
2. **Privacy:** the data of clients, employees and farmers should never be disclosed
3. **Universal usability:** if a client wants to use our product, they should be able to use it without difficulties
4. **Autonomy:** we want our clients to plan and buy whatever they need
5. **Accountability:** keeping track of purchases, orders, deliveries and products
6. **Courtesy:** greeting the clients and treating them nice
7. **Trust:** we sell products so we need to be trusted by our clients
8. **Transparency:** never lie about the products and their quality
9. **Inclusiveness:** people unconditionally from their age, race or sex should be able and comfortable to use our app
10. **Environmental sustainability:** support only farmers that use bio methods to grow plants and create products

B2: *Investigate a value. Write a brief (1-2 sentences) definition of that value related to the system. Identify any substantive differences in team members perceptions, if any*

1. **Trust:** in order to be trusted by our clients we should always sell what we advertise. We should never falsely advertise nor should we lie to the clients. We must also be trusted by the farmers. To achieve this we should always show the farmer true data and not to lie about their revenues and fees.

******We all agreed to investigate the Trust value but also in the beginning we discussed whether to investigate the Human Welfare value.

STEP C : Explore

C1: *Designate three primary values the system supports*

1. **Human Welfare:** selling quality and good products to make people healthier
2. **Trust AND Transparency:** be honest with customers and partners
3. **Privacy:** collect only bare minimum amount of data, keep everything anonymous and do not share user data with third parties.

C2: *Explore/brainstorm three value tensions that your system may engage. For each value tension, identify one or more design features that favors one of the values over the others.*

1. **Human welfare vs Inclusiveness:** quality and good products are more expensive than junk food. Not everyone can afford to buy healthy, quality products.
2. **Autonomy vs Environmental sustainability:** customer can't buy all they want since, in order to sustain the environment, the system will not have a great range of products but we will only sell seasonal and local products.
3. **Accountability vs Privacy:** I want to collect all data on sales, customers and deliveries so that I can improve the service.

STEP D : Adapt

D1: *How would you change the system to mitigate value tensions ? Describe analytically the changes.*

1. **Human welfare:** try to offer discounts and special sales (especially before holidays) in order to help people with different incomes purchase good and healthy food
2. **Privacy:** making the collected data as anonymous as possible so that nobody's privacy can be violated.
3. **Autonomy:** informing customers about seasonal products and encouraging them to prefer them. We can use different strategies, from a flyer showing the products of the current season to various articles in our new blog.

STEP E : A look into the future

E1: Work of the future

Better 1: farmers do not need to waste time in selling the products in person, they can use the app to directly sell the products

Better 2: the app will be able to maximally optimize the delivery schedules so the delivery truck will pollute less

Better 3: the selling products algorithm will become so good that it will mostly predict what and when people want a certain product, so waste will be drastically minimized

Worse 1: since everything will tend to become virtual and scheduled people may lose the desire to interact with each other and go out (e.g. pickup the products in shop)

E2: Look back at

- the list of values provided in B1
- the definition of value in B2
- How would you change them after considering the long-term view? Explain briefly why
 1. **Human welfare:** no change, food is essential to life and good bio food usually means better health.
 2. **Privacy:** no change
 3. **Universal usability:** as more and more people get into technology and learn to use phones and PCs they will be much more skilled to use IT systems without any usability problems
 4. **Autonomy:** if a client wants a product that was not predicted by the product prediction system (see above Better 3) it will be very hard to find that product. So autonomy may be greatly reduced.
 5. **Accountability:** even more control on accountability as more and more people transition to using credit cards
 6. **Courtesy:** no change...greeting the clients and treating them nice is a must
 7. **Trust:** no change...we sell products so we need to be trusted by our clients
 8. **Transparency:** no change...never lie about the products and their quality
 9. **Inclusiveness:** even more inclusive since more and more people will have access to internet and smart devices
 10. **Environmental sustainability:** even better environmental sustainability as processes get automated and much more efficient. Also the new generation of farmers will surely be more focused and educated on environmentally friendly technologies.