


NAME: Chat bot

DATE: November 4, 2022 5:18 PM


DESCRIPTION OF TECHNOLOGY

Like every other big trading platform, BAS World has difficulties answering all the questions of their customers. This is why we are developing a chat bot, that can navigate the clients to the solution of their problems or forward them to customer support.




HUMAN VALUES

The identity of the users is not affected by the technology.




TRANSPARENCY

Yes, the technology itself explains how it works during the process.




IMPACT ON SOCIETY

The purpose of the chat bot is to reduce the waiting time for customers, looking for an answer, regarding the services of the company. It has become a problem not only for the employees in the company to manage to give the best possible answer to every person, but also for customers themselves, because they have to wait for a very long time until they are given some clarity on the specific topic. The chat bot will make sure everyone receives an answer to their question as soon as possible and if the problem is more complex, they will be...




STAKEHOLDERS

- Clients of BAS World
- Employees of BAS World
- Potential clients of BAS World




SUSTAINABILITY

Our technology can use more resources from the local client.




HATEFUL AND CRIMINAL ACTORS

Under the circumstances, that someone gets a hold of someone else's login credentials they can access some of their personal information by asking the chat bot.




DATA

Yes, dependent on the available data, the chat bot will try to answer as accurate and as helpful as possible, but it has its limitations, which is why the clients will also have the opportunity to contact an employee if they can't get an answer to their question.




FUTURE

The chat bot will be an important helper for the people and a major part of the process of receiving an explanation or clarity on topics, regarding the services of the company. The chat bot does not however mean automatically, that there will be no need of support employees, to help the customers.




PRIVACY

Yes the technology registers personal data, which includes contact information like email, phone number and address. All this data is needed in order to have access to the customer's purchase history or account details, so they can receive the most accurate answer to their question.



INCLUSIVITY

No, it does not have any bias and it's completely neutral.



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HUMAN VALUES

How is the identity of the (intended) users affected by the technology?

To help you answer this question think about sub questions like:


- If two friends use your product, how could it enhance or detract from their relationship?
- Does your product create new ways for people to interact?...



TRANSPARENCY

Is it explained to the users/stakeholders how the technology works and how the business model works?


- Is it easy for users to find out how the technology works?
- Can a user understand or find out why your technology behaves in a certain way?
- Are the goals explained?
- Is the idea of the technology explained?
- Is the technology company transparent about the way their...



IMPACT ON SOCIETY

What is exactly the problem? Is it really a problem? Are you sure?


Can you exactly define what the challenge is? What problem (what 'pain') does this technology want to solve? Can you make a clear definition of the problem? What 'pain' does this technology want to ease? Whose pain? Is it really a problem? For who? Will solving the problem make the world better? Are you sure? The problem definition will help you to determine...



STAKEHOLDERS

Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by...


When thinking about the stakeholders, the most obvious one are of course the intended users, so start there. Next, list the stakeholders that are directly affected. Listing the users and directly affected stakeholders also gives an impression of the intended context of the technology.
...



SUSTAINABILITY

In what way is the direct and indirect energy use of this technology taken into account?


One of the most prominent impacts on sustainability is energy efficiency. Consider what service you want this technology to provide and how this could be achieved with a minimal use of energy. Are improvements possible?



HATEFUL AND CRIMINAL ACTORS

In which way can the technology be used to break the law or avoid the consequences of breaking the law?

Can you imagine ways that the technology can or will be used to break the law? Think about invading someone's privacy. Spying. Hurting people. Harassment. Steal things. Fraud/identity theft and so on. Or will people use the technology to avoid facing the consequences of breaking the law (using trackers to evade speed radars or using bitcoins to launder...




DATA

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into...

There are fundamental issues with data. For example:


- Data is always subjective;
- Data collections are never complete;
- Correlation and causation are tricky concepts;
- Data collections are often biased;...



FUTURE

What could possibly happen with this technology in the future?


Discuss this quickly and note your first thoughts here. Think about what happens when 100 million people use your product. How could communities, habits and norms change?



PRIVACY

Does the technology register personal data? If yes, what personal data?


If this technology registers personal data you have to be aware of privacy legislation and the concept of privacy. Think hard about this question. Remember: personal data can be interpreted in a broad way. Maybe this technology does not collect personal data, but can be used to assemble personal data. If the technology collects special personal data (like...



INCLUSIVITY

Does this technology have a built-in bias?

Do a brainstorm. Can you find a built-in bias in this technology? Maybe because of the way the data was collected, either by personal bias, historical bias, political bias or a lack of diversity in the people responsible for the design of the technology? How do you know this is not the case? Be critical. Be aware of your own biases....



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