

## Task 25 – Economic impacts

### *Job creation urban*

#### Positive

Urban eye gives a very important role to its community, in fact the community is involved in the app enhancing. The community helps to fill the database with new data such as new addresses, new places, and their sharing of their discoveries spread the impact of the app.

The app aims to make hidden places not really known have a better visibility, the idea is to show to users what they can do there, what they can eat, what shops they can go to ....

This will of course bring customers to those businesses and maybe create new jobs

### *Job destruction*

#### Negative

The risk of new visitors flow in unknown places is to have a bad impact on these. Hidden places may not be able to receive a big number of visitors and suffer of this new influence, natural landscapes may be damaged, small villages may not be able to bear big influence and can impact their inhabitants' lives. Also, the new influence flow may attract big firms that would establish and leave no place for local merchants.

This would a very bad thing for those special places that would suffer from this unexpected affluence

### *Quality???*

### *New opportunities*

The new affluence attracted by the app addition to being a good thing for local merchants would be a good opportunity to draw attention of entrepreneurs and government responsible who would work on new ways to enhance the place life , maybe change infrastructure , work on urban public transport , maybe organize festivals and special events that would give create a special reputation and cultural life to the place that was hidden until now.

### *Replacement of existing solutions*

The app would be a good solution to replace existing solutions that are not guiding users enough in their will to really discover a city in a new way.

Existing applications are just giving basic information to users when our users are interested in discovering new things and want to discover a city in their own way.

In addition to this our application will make users learn things about places they are visiting with the pop-up notification option. Users will be able to share with our community their advices and recommendations.

## **Task 26 -Social**

### *Use and Data protection*

#### Positive side

There is a contract between users and app team that explicit very well which data can be used and how, users are free to accept or not this. Plus, the app considers laws (RGPD and CNIL) that are made to protect user's data. Users will be informed of which and how their data will be used.

#### *Problems*

Users localizations are used by the app in the main functionalities, it is stored in the database so users can see their favorite places, share it with other users and see where they have already been.

Some data like these or what stores users likes to go to can be sold by the app to advertisement organizations

### *Progress concerning deontology or ethics*

As the app is free user's data need to be sold so the app can keep working but not all data can be sold. Sensitive data cannot be sold, and deontology and ethics regulate this type of transaction. Users should always be informed on how their data is used, and what data is used. We can also profit an offer that would allows users to not have their data sold, but in that case, they will need to pay for the app.

### *Impact on social link between user*

Urban eye is an app which is based on user's exchange. In fact, users are involved in app works, they share with others places they have already been to. Users starts to share information with a small social circle and end up sharing with a whole community. These exchanges bring users closer to each other and become a real community of people who share with each other's cool information as they would share with their family or friends

### *Risks of abuse*

Users who accept to give their data to the app, take the risk to see their data sold to anyone and can receive a lot of very precise advertisement.

## **Task- 27 Environment**

Our app gives advices to users about they can go, or what places they can visit. In addition to that our app will provides journeys examples favoring public transports, walking routes or cycle paths. In fact we will make partnership with transportation services of the city so users can have an easy access to real time information.

Our app encourages users to use environmentally friendly forms of transport.