

**NAME:** Ivanti marketplace

**DATE:** April 11, 2022 10:35 AM

## DESCRIPTION OF TECHNOLOGY

Ivanti marketplace let's the user download packages. It is also possible for creators to upload new packages.



## HUMAN VALUES



In general the identity of the users is not affected by the technology. It could be possible the package uploader is seen as more important than the package downloaders (customers).

## TRANSPARENCY



Ivanti knows how the technology works. The customers will be new to the technology but they will get explanation when first using the technology.

## IMPACT ON SOCIETY



The problem is that the customers of Ivanti can't easily access Ivanti packages. This technology will make it easier to provide the packages to the customers. This is really a problem because Ivanti has less profit because the customers can't access the packages.

## STAKEHOLDERS



- Ivanti
- Ivanti customers

## SUSTAINABILITY



The direct energy is hosting the server containing the application and data. The indirect energy is the customer using the technology on their own computer.

## HATEFUL AND CRIMINAL ACTORS



The marketplace could be used to upload and share illegal content. This could be fixed by moderating the uploaded packages.

## DATA



Yes. We don't plan on using the personal data when it is not needed. The personal data is not shared and not used for advertising.

## FUTURE



The technology will improve because it gets a lot more feedback. It will not make changes to communities but habits may change because customers will quickly look up the Ivanti marketplace to find out if it contains a package they would like to use.

## PRIVACY



Yes. We store: first name, last name and email address.

## INCLUSIVITY



In general not. The users will only see the name of the package uploader and this should not allow for having a bias in the technology.


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**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...


**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...


**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...

**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?...

**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.

...

**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;...


**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....


**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...


**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?

**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?

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