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

**[General]**

1. Briefly describe the website you are building (its purpose/functionality/etc.)
   - Our team has built a site called Tix-Fix, which allows users to buy and resell tickets for live sports, concerts and other events. The site also allows users to review different venues and sellers they have interacted with. The platform really enables people to discover and search for live experiences to attend.

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?)
   - The site provides an all-in-one place for people their live event needs. Users can discover and search for upcoming events and save them on a wish list, so they won't forget. They can buy event tickets to see their favorite artist or team. The site also is a trusted place to resell tickets for events they no longer attend, thus being able to get rid of the tickets with confidence. But users can also find reviews of sellers selling tickets, so they are able to make smarter buying decisions. Finally reviews of different venues give users information that can be valuable in their decision making or preparation for an event.

3. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.
   - There are a couple of direct stakeholders. Direct stakeholders include Tix-Fix and the employees of Tix-Fix and users of the site (buyers, sellers, reviewers). Other direct stakeholders would include the event performers and event venues. Indirect stakeholders could be a user's family or friends who may be going to an event with tickets the user has bought. For events at major venues, the residents of the city or neighborhood of the venue can be indirect stakeholders as well.

4. What values are at stake for these stakeholders?
   - For Tix-Fix (the company and the employees) the values at stake include profit, offering a great service, retaining customers, keeping to laws/regulations and having a reliable reputation. For the different types of users, they want autonomy, privacy, and great offering of tickets to events/entertainment. For reviewers specifically, they want to feel free to leave an accurate review, whether positive, negative, or neutral, for any venue and have other users see them. Buyers want affordable and fair tickets as well as a simplistic buying experience. Sellers want to be able to fairly market their products and attract buyers with good reviews. For other stakeholders, such as performers or event venues, they would like to provide great entertainment and experience of the concert goers, so they continue to attend future events.

5. Is your website likely to undermine or compromise any of these values? Which ones, for which stakeholders, and how?
   - We have put effort into creating a website that allows users to market, sell, and buy products without allowing them to get in the way of other users' experiences (no pop-ups and paid advertisements, just suggested events based on location and topics). Thus, other revenue streams for Tix-Fix take a back seat in favor of the user experience. Also, the difficulty of maintaining a major marketplace for events is that high sales and the success of certain events at certain venues can potentially leave residents of the venues' cities with an influx of patrons that the neighborhood cannot handle. Furthermore, our website does not currently take any cut of a seller's sale, so we are risking the immediate financial gain of the company.

6. Which values does your website promote, for which stakeholders, and how?
   - For users, for example, privacy value is considered. For example, users' private information such as first/last names, zip code, and email is private to the view of other users. Also depending on the user, more confidential activity is hidden. For example, of buyers, on their profile, it doesn't list the events they have bought tickets to. Also, the website does not list events that sellers and reviewers have added to their private watchlist and to-do list, respectively. Furthermore, since our company does not take a cut from either the seller's profits or the buyer's access to the site, those two users' financial values are being promoted.

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?
   - For Tix-Fix, success can, firstly, be defined as giving a platform that allows users to find, discover, and attend live events that they've always wanted to see. Being a place where users can trust to buy/sell/get valuable information regarding events is a very important aspect of the site. Secondly, as an e-commerce website, it is important to generate profit from selling tickets. Profit does not come from our resale tickets (brought to the website by sellers), but rather from users purchasing directly from Tix-Fix. Success also means that users are coerced into providing private details that are not necessary since we want our users to trust and enjoy our website.

8. How does the broader social context surrounding your website affect the likelihood it will succeed?
   - The advantage around events is that all kinds of people (people of different ethnicities/ages/religions) attend events. Being able to attend events catered to a user's interest can bring great enjoyment to their lives and create memories that they can look back on. There are events that can range in price value. However, it is also essential that people have disposable income. Events such as concerts and sporting events are not essential compared to rent, food, etc. Therefore, job status, disposable

income, and economic status can play a role in how much users are willing to pay for events, which influences the use of our website, thus affecting the website success.

**[Privacy]**

9. <u>What user data will you have access to, and what might this data reveal about its subjects?</u>
   - The data we'll have across users includes personal information such as their name, passwords, zip codes, emails. Depending on the type of user, Tix-Fix will have access to different types of information as well. For buyers, Tix-Fix will know what events they have bought tickets to as well as events they would like to go to. For sellers, Tix-Fix has information on which events they are selling tickets to, price, quantity, as well as possible events they might resale for. For reviewers, the site has information on which venues and sellers they have interacted with. With analytics, all this data can provide valuable information on what the user likes, events they are likely to attend, genres they are interested in. All of this can be used to create a more personalized experience for the user on the site.

10. <u>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).</u>
    - A user's right to show only necessary information for the marketplace to function is respected and reflected in our privacy policy. The user's personal zip code, email address, first and last name, and passwords are never shown. If a buyer chooses to add events to their wish list, then they are free to do so and other users can see this information, but we make it clear in our privacy policy that this information is public, and the user is control of adding to it or removing from it. Our website also utilizes cookies in the user's browser to save a handful of basic user information, both private and public. These cookies are elaborate upon in the privacy policy and the properties are listed out.

11. <u>Describe how you took the relevant values into account in writing your privacy policy (e.g. what decisions and tradeoffs were made, and why).</u>
    - The top priority of us when writing our privacy policy was making sure we are fully transparent with our users. At the end of the day, we want our users to have full trust in our website, therefore we want to respect their values of autonomy and privacy, but still have an amazing service to use. We know if users feel as though their values are being respected, then they are more likely to use our site, which will lead to income for the company, venues, and performers. Tix-Fix can still provide valuable experience in the event ticket space for all stakeholders, without sacrificing each of their values.

**[Autonomy]**

12. <u>In what ways might your user interface "nudge" users? Analyze a minimum of 3 features.</u>
    - One feature that might nudge users is the "events in the area" section within the user's profile. This might be one way to nudge the user into buying for events that did not know about or can become interested in and later buy. This feature can help increase the profits of Tix-Fix when the user buys. A second feature is the bright green "Buy Seller's Ticket" button, as well as other green action buttons. Since green is often associated with a safe/correct option, this might encourage users to interact with the website. A third feature is that several interactions with the website will prompt a user to log in, such as attempting to buy a ticket or add an event to a wish list. This encourages users to commit to establishing a full account to receive a site experience that will provide greater value.

13. <u>Do any of these constitute "dark patterns"? For each previously identified feature, explain why it does or does not.</u>
    - The first feature does not constitute a dark pattern since seeing more information about an event does not directly have a negative impact on the user and, often, this is what a user would like to view. The second feature is also not a dark pattern since the user is not being coerced or deceived by the bright button since it is not pretending to be another action with a drastically different effect. It nudges the user to purchase, but easily allows the user to make that decision for themself. The third feature is not a dark pattern since logging in provides the user with all of the actions that provide value to them such as adding events to their wish list to track, purchasing tickets, reviewing tickets, and selling tickets.