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

[General]

1. Briefly describe the website you are building (its purpose/functionality/etc.)

   The website we are building is an online shopping website. Our purpose is to create an online shopping environment and users can find their desired items on our website. By browsing this website, users can see the home page showing many items and search the items they like to see their prices, descriptions and some reviews by other buyers and place some orders after they add items to the cart. Also, users can create their own account and modify their account. Users can also view other users' public profiles and follow them.

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?)
   a. Our website gives the user the ability to shop among thousands of products which are delivered to the user at home.
   b. Ensuring product transparency by giving end users the ability to view and post review and feedback.

3. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.

   Types of stakeholders:

   a. End users who wish to purchase products from the website.
   b. Maintainers of the website(admin)

4. What values are at stake for these stakeholders?
   a. End user should have a good shopping experience.
   b. Response times for all APIs should be within the defined SLAs.
   c. Protection of user data against malicious attacks and data breach attempts.
   d. Ensuring continuous site availability.
   e. Ensuring website performance.

5. Is your website likely to undermine or compromise any of these values? Which ones, for which stakeholders, and how?

   For end user:

   a. Our website uses a public API endpoint that doesn't offer good performance in terms of response time. As we cannot optimize this, this is one of the limitations of our website.
   a. Our backend has the ability to encrypt user data. However, we are not encrypting financial information for simplicity purposes.

6. Which values does your website promote, for which stakeholders, and how?

   For End Users:

   a. **Ease of use**: Making it easy for the user to place an order by minimizing the number of steps it takes to place an order.
   Our website maintains the users' information in the database. Everytime the user logins the website, his/her saved personal information will be fetched from the database. No need to type in his/her information again. Everytime the user modifies his/her personal information, the modifications will be saved by clicking the "save" button.

   For Internal Users:

   a. **Ease of use**: Making it easier to manage and track existing customer orders and make changes to them.
   b. **High Performance:** Ensuring optimal website performance by using advanced javascript concepts like Event Delegation, Debouncing etc..

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?
   a. Seamless end-to-end user experience.
   b. Ensuring multi-browser and multi-device support.
   c. Ensuring site reliability, scalability and security.
   d. Ensuring High web performance.

8. How does the broader social context surrounding your website affect the likelihood it will succeed?

   Our website provides users the ability to shop for thousands of products at the comfort of their home.

[Privacy]

9. What user data will you have access to, and what might this data reveal about its subjects?

   We will have access to the following information:
   a. Personal details:
      i. First and last name
      ii. Delivery address
      iii. Date of Birth
      iv. Phone number
      v. Email address

   b. Financial details
      i. Credit card information

   c. Compliance information
      i. Subscription type
      ii. User's purchase history
      iii. Account password.

   This data can help us analyze a users' behavior, his/her desired items, whether his/her shopping decisions are influenced by a product's price. We can analyze an age group's shopping pattern and what products appeal more to a specific age group. This information may help us to provide better product recommendations to a user.

10. 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).

    Our website should ensure the following:

    a. Sensitive data like user password is carefully safeguarded using cryptographic techniques.
    b. Ensuring that the website is hosted on a secure server.
    c. Ensuring that the DB is hosted on a secure PAAS server..

11. Describe how you took the relevant values into account in writing your privacy policy (e.g. what decisions and tradeoffs were made, and why).
    a. Ensuring that a user's information is not mishandled or misused by restricting access to it.
    b. Security and reliability is ensured by using a PAAS service for hosting the front end, backend and the application DB.
    c. The application is run on a secure socket layer, ensuring encryption of data packets to prevent a man in the middle attack.
    d. Ability to dynamically scale the application both horizontally and vertically.

[Autonomy]

12. In what ways might your user interface "nudge" users? Analyze a minimum of 3 features.
    a. Fetching product details takes up a lot of time due to external api limitations that might annoy the user.
    b. If the user has not accepted the privacy policy, then the user will be nudged to accept it on every page refresh.
    c. High Latency in response time of the external API used to fetch product search results.

13. Do any of these constitute "dark patterns"? For each previously identified feature, explain why it does or does not.
    a. Our website does not contain any dark pattern and ensures complete transparency to the user.