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

General

1. Briefly describe the website you are building (its purpose/functionality/etc.)
 - We provide an online platform which connects flight tickets buyers and tickets sellers which could be airline companies or individuals who are selling tickets(aka. Agent in our project).
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?)
 - Some people have a non-refundable ticket but they can no longer use. They are looking for reselling their tickets but unable to reach a mass of buyers in a short period time. We welcome these people to become AGENTS on our website since our website is visited by lots of potential buyers. As the flight date approaching, these agents might be willing to offer discounts, which will eventually benefit Buyers.
 - We offer tickets from various airlines to our buyers so that they can choose tickets based on their priorities. They don't need to visit several airline websites and do comparisons.
3. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.
 - ticket buyers

- agents (airline agents and individual ticket sellers)
- admins, our employees who are responsible for changing roles and delete profiles.

4. What values are at stake for these stakeholders?

- Privacy
- Autonomy
- Fair price
- Convenience
- Account security
- Timeness
- Transparency
- Payment security
- Meaningful information

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

- No, these values are not compromised on our website.

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

- We believe that buyers and agents both have these values. We are promoting these values to both parties.

- Privacy. We only collect users personal information that is necessary for us to perform our business functionalities.
- Autonomy. Users can turn off subscription, Do-Not-Track features, Cookies by themselves. Users have access to their personal information we collect.
- Fair price. The selling price at our website is at average rate.
- Convenience . Our website offer handy operations for achieving functionalities.
- Account security. We encrypt password and personal information.
- Meaningful information. We don't use obscure languages and legal terms because we were striving to make information readable, understandable and meaningful for our users. We designed our privacy policy page in Q&A format, which is easier to read and more specific.

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?

- Basic functionalities are working as expected.
- Bring friendly user experiences
- Solve users' problems effectively
- The layout and color are pleasant
- Attract more buyers and sellers on our websites
- Attract advertising companies

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

- Regulations and laws passed by government might affect our operations.

Privacy

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

- Username
- First name
- Last name
- Password
- Address
- Phone number

2. 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).

- Appropriate flow of information. We applied this idea in contextual integrity invented by Dr. Helen Nissenbaum.
- Our website doesn't have social plug-ins that allow buyers and sellers to share transactions to social media platforms. We implemented it in this way due to two reasons:
 - The first one is that we support the idea of appropriate flow of information. In an offline transaction context, the flow of travel information or transaction information starts from a buyer and ends at the seller's side. If the buyer wants to share the transaction to his friends, he will do it by himself. He doesn't need the seller to help him to tell the transaction to his friends. This flow of information is

considered as an appropriate flow of information. On our website, we play two roles: a seller and a buyer, interchangeably. When we're involved in a transaction with a buyer, we are playing seller's role . The transaction information should, like in the offline context, end at our side rather than publishing it through our website. The same logic applies to the transaction between a seller and us.

- The second reason is that in this stage of our business, we are not ready to incorporate these social plug-ins to our websites.
 - Autonomy
 - Our privacy policy page informs users how to request access, change, delete information we collect from them.
 - Timeness.
 - We implemented a function which automatically updates the modified date on our privacy page just in case our employee forgets to update the date and time after he has modified the page.
 - Transparency
 - Our privacy policy page informs users what information we collect, how we use their information, and how long we keep their information. We informs users their privacy rights.
1. Describe how you took the relevant values into account in writing your privacy policy (e.g. what decisions and tradeoffs were made, and why).
 - Meaningful information. We don't write text that is hard to parse on our website.

- The layout of our privacy policy page is structured in a concise and clean manner. The font size will not be too small or too large. Some websites privacy policy page are "muddy"—small texts are compacted together, which might hinder people from reading it.

Autonomy

1. In what ways might your user interface “nudge” users? Analyze a minimum of 3 features.

- If we are unable to offer services due to some technical issues, we will apologize and post cute pets or funny pictures on our website. We "nudge" them to don't be mad at us. This is a "nudge" we learned from Amazon. It is not nudging people to perform certain actions. Instead, it is nudging people to not have negative emotions.
- We really want to "nudge" our customers in a good way with good faith. If a buyer has added a ticket into shopping cart and searching for another ticket, we will send her notification if there is a "better" ticket option than the first ticket. Users can turn off this functionality.
- Meaningful information. We don't write text that is hard to parse on our website. We add a customer service button to encourages(nudges) users to send us message if they get confused about the privacy policy or have any other concerns.

2. Do any of these constitute “dark patterns”? For each previously identified feature, explain why it does or does not.

- No. They don't constitute "dark patterns".
- The first one is the opposite of confirmshming. It doesn't use guilt to get users to comply but use images to give users positive feelings.

- The second one is different than misdirection. We distract buyers because there is a better option for him. If he doesn't like this recommendation functionality, he can turn it off anytime.
- For the third one, we added customer service button in the end of our privacy policy page because we encouraged users to chat with us immediately if they have any questions. This is not a dark pattern. Hiding customer service buttons on websites might be one.