

Activity on SPG - Team 07 - 21/12/2021

STEP A: envision

▪ A1. Creating a list of the system's direct stakeholders. For each stakeholder role, note at least one concern specific to that role.

- Farmers:
 - selling their products making the client aware about origin, quality and type of production
 - keeping personal recipes/techniques secret
 - fulfilling only the orders that they are able to sustain
 - don't be disadvantaged compared to other farmers
 - Do not have profits that are strongly correlated with bias
- Clients:
 - buying certified good / sustainable products
 - don't have their data/preferences shared with unknown people / business
- Shop Employees:
 - work fairly and being paid fairly
 - being in a peaceful and stimulating work environment
- Managers:
 - check the products that the farmers are delivering to ensure quality
 - create a stimulating and peaceful work environment
- Delivery people:
 - work fairly and being paid fairly

▪ A2. Generate a list of 3-5 indirect stakeholders. For each indirect stakeholder role, note at least one concern specific to that role.

- Warehouse employees:
 - work fairly and being paid fairly
 - being in a peaceful and stimulating work environment
- City:
 - having more visitors that come to that specific shop
 - having less pollution deriving from means of transport and agricultural methods
- Investors:
 - make sure that the business is flourishing

STEP B: speculate

▪ B1. Generate a list of as many potentially implicated values as possible in five minutes. Then briefly discuss each of the values on your list.

- Solidarity towards producers
- Solidarity among clients
- Sustainability and zero kilometers products
- Assuring quality of products
- Keeping farmer's identity
- Farmer's autonomy
- Equality (parity) between farmers
- Human welfare for shop employees and delivery people
- Data privacy
- Informed consent
- Trust between producers and clients
- Environmental sustainability
- Freedom from bias

- B2. Investigate a value. Write a brief (1-2 sentences) definition of that value related to the system. Identify any substantive differences in team members perceptions, if any.

Equality (parity) between farmers: A situation or state where all the members of a society or group (in this case the farmers) have the same status, rights, and opportunities. This means that there is no farmer that has more evidence with respect to the others.

STEP C: explore

- C1. Designate three primary values the system supports

1. Solidarity towards producers
2. Trust between producers and clients
3. Solidarity among clients

- C2. Explore/brainstorm three value tensions that your system may engage. For each value tension, identify one or more design features that favors one of the values over the others.

1. **Solidarity among clients** is created when the clients share the same principles to select the producers. In this way, farmers that share the same type of production cannot create any **solidarity between one another**, since they have to "share" the same clients.
 - In the system, there is no way to filter products using the type of production, so the solidarity among clients is not enforced.
2. To enforce **trust** between clients and farmers, the clients want to have a big amount of information. At the same time, the farmer would like to keep processes and recipes as a **secret**.
 - In the system, the farmer is able to add the description to the product in an autonomous way. So he can add as much information as he/she wants.
3. In the case that a farmer has his own method of processing a product and therefore wants to continue working in the same way, maintaining his **identity**, it is not possible that he/she is not conditioned by **bias** of clients who might prefer another method to the one currently used.
 - It's common knowledge that "bio agriculture" is the healthiest. In our system there are no actions to contrast this bias, so we expect that "kilometer 0" products will have less requests.

STEP D: adapt

▪ D1. How would you change the system to mitigate value tensions? Describe analytically the changes.

- 1) To enforce **solidarity among clients**, it would be useful to add more specific filters. This way, a client can choose what he/she thinks are the most appropriate features for the food he/she is going to eat.
- 2) To enforce **trust between client and farmers**, it is possible to add a badge to the products to certify the quality and the type of production declared. In this way, the clients, through the system, will be able to buy light-heartedly even the products whose recipe is a secret.
- 3) To **maintain the farmer's identity**, a good solution would be to dedicate a space in the homepage to show pros and cons of the different types of production, explained by an expert in the field. This way, clients will reduce their bias and will be more open minded.

STEP E: a look into the future

▪ E1. Check the assigned envisioning card (see Dropbox folder) and follow the activity

APPROPRIATION BY CULTURAL GROUPS

Different cultural groups will likely interact with your system in varied ways.

How might a cultural group appropriate the use of technology to support their cultural practices (e.g., Muslim calls to prayer, Christian evangelizing)?

- They could start buying typical traditional food filtering by a specific event, or more by approval from a general culture/religion
 - For example, Jewish people must eat kosher food to comply with the strict dietary standards of traditional Jewish law. So Jewish clients could use our system to find the right food for them.

How will use of technology in turn affect these practices?

- The purchase of products could be more fast and easier, since it could be possible to suggest to the client related products all in once
 - Thinking about Christmas Eve: meatloaf, anguille, capitone, seafood salad and so on.
- If a client spots products that are from another culture, he/she may get curious and will be eager to try something new.

→ **Contemplate ten years into the future. Consider 1-3 ways in which use of the system might influence specific cultural groups who interact with the system, or might influence interactions among cultural groups**

1. Food means community. Maybe we can expect Muslim people to create larger communities, to celebrate together the end of ramadan.

2. Food means innovation. Farmers could decide to produce something for another culture, they could start experimenting something new and receive feedback from clients.
3. Food means culture. If people try different food, the barriers between different cultural groups will be thinner!

- E2. Look back at
 - the list of values provided in B1
 - the definition of value in B2
- How would you change them after considering the long-term view? Explain briefly why.

Most of the values that we wrote don't need to change. The value that must change is **“keeping farmer's identity”** because our goal would be to allow farmers to approach a different culture.

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