

Prolitic.ly Project Constraints

Developing a political app comes with several ethical and moral concerns, and as developers we have the responsibility to ensure our design and implementation of our app maintain the social impact of this project in mind.

- **Ethical:** As an app that is focused on bringing attention and support to political issues, one of our biggest challenges is to ensure that this platform remains unbiased. While it is virtually impossible to be completely unbiased, we want to make sure that members of all political parties and affiliations feel like they belong in the space and can participate equally. However, we also have to draw the line when users try to make hateful campaigns or protests, because hate initiatives will absolutely not be tolerated on our platform. Therefore, we must determine a fair and consistent standard for content-moderation.
- **Social:** To target social impact in a user's local community, we need to cater the user's feed to their location and their interests. Our app will need the content displayed to each user to be relevant based on their location. For example, a canned food donation drive in New York won't be relevant to you if you are living in Ohio. The default content for the initial release of our app will be the same for all users in the same area. However, we also want the feed to be somewhat personalized to connect users to events that are most relevant to them based on other events that they have shown interest in. To still expose users to new initiatives that are outside of their interests, we'll keep a 'top initiatives/recommendations' for users to explore new passions. We also want to make sure that political campaigns are not the only initiatives on our platform; we want plenty of community outreach opportunities, which will also help with our app remaining politically unbiased.
- **Diversity and Inclusion:** Our app hopes to give people and organizations equal opportunities, not just those who have the most financial power. While we want to be able to monetize our app and allow users to support their favorite causes by boosting them, we do not want this to drown out smaller causes who have not yet had the chance to grow.

While there are many constraints that must be carefully considered for later versions of our app, the three that are most relevant to our initial release are giving organizations a fair chance of exposure, maintaining political unbiasedness, and content moderation. Every user deserves an equitable and enjoyable experience so we aligned our constraints respectively.