

This can be concluded now with my final problem statement: Misinformation and purposeful bias, is a rising threat to the truth & informative media. This leads to many everyday people being forced to consider news from multiple sources, being a time-consuming & inefficient process(see the mind map to understand how I got to this conclusion in fig 1.3).

This problem relates to the KC in a very evident way, since the it is the change or alteration of information that is the core of this issue. When considering more deeply into the statement, it is also understood that this problem actually brings real change in the world, due to the fact that disinformation can negatively(or at least untruthfully), ultimately leading to major events being based on information that was edited for financial or political gain.

The related concepts of functions & systems have more implicit links to the problems statement, but can be identified when considering the function this problem plays in our society, affecting systems all across the world in a degrading way. This highlights the severity of the problem, calling for a desperate need of solution, leading to the global context.

The global context links very directly with the problem, as the solution calls for scientific and technical innovation. Even though this has been a problem for many years(studies show since 1950), there has been no power in the consumer to fix it. Now with the rise of advanced machine learning processes, it is in the consumers hands, to adopt scientific & technical innovation, allowing for better, higher quality information, as well as improved media consuming lifestyle.

Criteria A.2

Identify & Prioritize Research

Area of Research	Priority	Justification
Aesthetics	HIGH	This product needs to attract customers meaning that they require broad aesthetics that appeal to my wide range of audiences, this needs to be researched upon to understand a general UI/UX consumers prefer.
Cost	HIGH	Cost is an important factor of every product, as maintenance costs and other services required to run the product are difficult to maintain individually. This leads to a dilemma which requires some research to understand the fine line between maintenance costs & consumer costs, due to the fact that everybody requires truthful information,
Consumer	HIGH	The whole purpose of my product is to assist society in recieving truthful and unbiased information, This means that a lot of deep research will need to be done with the target audience in mind to accomplish a solution.
Environment	LOW	This product will have minimal impact on the environment and thus little to no research is required.
Safety	VERY HIGH	This is a crucial aspect of the research, as the main idea of the product is to mitigate disinformation, I will need to thoroughly research on ways to prevent further biased media through my product.