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

**[General]**

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

Our website is an e-commerce website that can sell/buy brand-new clothes. Our website allows you to buy and sell products and search for products. The user can either choose to be a seller or a buyer. The user not only can do the register and login but also can be an anonymous user. Every user has their own user ID and the user can edit their own profile. The profile page can traverse the selling item and the other user reviews.

1. 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?)

If a person doesn't have time to go to the mall to buy clothes, then he can pick clothes on our website. In addition, if a person has unused items, he can easily try to sell them on our website. So our website is mainly for the customer's convenience without leaving home.

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

Seller(Suppliers), Buyer(Customers), Media(May need to interact with press to advertise our website), website owner(Investors)

1. What values are at stake for these stakeholders?

The amount of user vists, user clicks, order transacations, user return ratio, new user and the ad clicks.

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

Our website may compromise the seller’s value. Because our return policy will be more protective of our buyers than sellers. It may happen buyer gets a good condition product but also want to return it. In the worst-case, the buyer may receive the product and still claim not to have received it.

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

We do have an ad on our website's first page to promote new products in a specific brand this session. That will promote the seller’s value since if customers are interested that ad then they will click and increase the amount of purchase rate.

1. 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?

Steady increase in users, clicks and transctions for our website. And more brand merchants join to our website. And also more companies want to advertise on our website. Since those increases will increase our business value. More users joining means the possibility of having more buyers or sellers, which also means the possibility of increased order volume.

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

Depends on how much people like to shop online. The speed of new arrivals in the local stores and the return and exchange policy. It also depends on how busy work and life are. All these affect the clicks to the website.

**[Privacy]**

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

We will access personal data, like name, email address, address, and phone number. We will use those data to provide and maintain our servce, manage customer account, the performance of a contract, contact customer, provide customer news and manage customer requests.

1. 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).

The values are relevant to our website should be the customers information analysis. We can know the usage trends and personal item preference for each customers. Thus, we will only use those information for our own analysis and may do the business transfer.

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).

I choose protect our user’s personal data although selling customer information can make more money. If I choose selling the customer information, once customers find out that it was leaked by our website that will have a negative impact for our website. The positive comment is more important for our website.

**[Autonomy]**

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

1. When a user wants to edit the profile information, the update button has dark color, then users are more likely to click on the dark color button.

2. Dark button for sign up, users will more likely to click on the dark color button.

3. Product button on top side, then users will more likely to click on the bigger button.

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

None of these constitute “dark patterns”, they are all just reminder user can click that button. Those buttons are all belong our website with no trap for click.