**Ethical Report**

With the high volume of information exchange , conferences are more common in today’s context, with more specific set of information centralized and distributed more effectively to the right group of people. However, conferences are usually equipped with a plethora of information which the attendees have to sort out by themselves. Moreover, several talks take place at simultaneously during a conference and this cause a chaotic situation where attendee have to make a choice of which talk they should attend. Here, we have joined Hexology which is a conference companion that solves the above-mentioned problems.We will discuss in this article about both the benefits and repercussions of  social impact that Hexology will result.

Hexology aims to develop an AI conference companion that will help to sort the large amount of information based on users’ preferences so that users are able to pick the right conference to attend. It will also provide a succinct summary version of the speech delivered by speaker. This feature helps to prevent the loss of any potential important information. As such, Hexology helps to improve the efficiency of learning. The average attention span of a person is about 20 minutes, and the long hours of conference will inevitably cause attendees to miss out some information, be it using washroom or just merely tired. With the help of Hexology, such information can effectively be recorded, summarized and presented to the users. Users no longer need to write the important points down, Hexology will record the transcript.

Hexology helps to boost the economy development indirectly. The economic loss due to such negligence of information can be large as many attendees are entrepreneurs and missing out one point might be an important opportunity. This in turn incur great losses financially. Our product will help to prevent such a predicament, it has real-time feature, where every point will be recorded in a 15 seconds interval. With every point from the speaker recorded, the attendees can grab hold every opportunity they encounter, thus giving more actions to the market, making the economy more dynamic.

Furthermore, the access of the difference languages using Hexology is another add-on features that will definitely benefit many. Due to the education disparities existing in large population countries such as India and China, the feature from our product comes in handy. Many people are unable to attend the conferences due to language barriers which is a limiting agent to their scope. Hexology therefore can easily solve this by both translating and summarizing the content of conference, allowing important information to be distributed to a larger crowd. People from vastly different background can then stand on the same platform and share their opinions, making the world more interconnected.

In conclusion, Hexology is a product that is very much needed for the people that attend conferences, one might argue that listening to conferences is already a chore, and now it turns to reading, this will make Hexology a unpleasing product. However, the above mentioned happens when we are in something we are not interested and Hexology sort only the things that is preferred but the user and that information gathered would be a treasure to the users. Hence, by having Hexology, visible improvement in social and economic area would be spurred.

**Sustainability Report**

We chose to embark on this journey wit Hexology as we see a need that the public require such a product that both sort and compress important information. Our aim is also to allow Hexology to further develop in a long term perspective. Sustainability is to meet the needs of the current generation without compromising the ability of future generations to meet their needs without harming the environment. Here we will discuss the three aspects, environmentally, socially and financially of how Hexology will stay sustainable in a long term.

Environmentally, the usage of Hexology will reduce the unnecessary brochure distribution which will indirectly cut down the waste produced. Currently, every conference we attend, we are always flooded with many brochures, posters, postcards and etc, many of which are unwanted information and we will usually dispose them shortly after the conference. One might say that people will sort these paper- products under recyclable materials. Look deeper into the wastage, we will realize the production of such brochures and flyers will deplete a large amount of natural resources. Switching to Hexology will reduce such waste and at the same time providing the essential information to users. Thus, in environmental perspective, our product is able to sustain and benefit the environment.

Socially, the expansion of users potentially keep the project running by creating a unique community of people i.e. the people who always attend conferences. The group of users who have tasted the convenience provided but Hexology will influence the people they know and introduce our product, such a ripple effect will help to grow the Hexology community. This group of people sharing similar interests would build a better conference environment as well as more information exchange among themselves. Therefore, the social expansion of such a community is promising and will not diminish in a long time.

Lastly, in the financial perspective, we are able to gain benefit from the social expansion of Hexology community size. With more users, we will have higher profits from the users. More-over, the new implementation of add-ones will constantly provide new and updated ways of convenience. Some of the premium features would be able to generate further income for us. Moreover, conference events are great opportunities for people to advertise and our product can also earn revenue from advertising. The combination of these sources of revenues would be able to cover the costs and the the leftover revenue would be used to snowball in further development.

All in all, with the long term strategies from 3 aspects, we are able to prove the viability fo the this project and can conclude that it is a sustainable project to work on.