

**Group Members: Hiba, Ikran, Zuri**

**Link: [https://github.com/vene0901/Ethics\\_Project](https://github.com/vene0901/Ethics_Project)**

## **Usability**

We believe that we deserve full credit for the usability of our website. Our implementation ensures that users can navigate and utilize our website seamlessly, without requiring additional instruction. We are confident in receiving full credit for usability because of our intentional efforts to make the website user-friendly. For instance, regardless of their role, each user can easily access the relevant sections of the website in just a few clicks. For example, students can navigate to "About/Information" and then "Personal Experience," while workers can access "Impacts" followed by "Personal Experience" and "Feedback." Similarly, employers can effortlessly reach "Decision Tree," "Tools," and "Feedback." This clear and intuitive navigation structure ensures that users can find the information they need efficiently, enhancing their overall experience on our website.

Additionally, our homepage serves as a welcoming entry point for users, offering a glimpse into the diverse content available on our AI project website. The homepage features a prominent banner with a welcoming message, inviting visitors to explore our project. Below this, users can discover featured content, including articles, case studies, and the latest news, providing valuable insights into AI technology and its implications. The resource library offers users access to a wealth of information, including books, videos, and articles, catering to their diverse learning needs. Furthermore, users can stay connected with us via social media platforms such as Twitter, Facebook, and LinkedIn, and subscribe to our newsletter for regular updates.

This comprehensive homepage layout ensures that users can easily discover and engage with our project, enhancing the overall usability of our website.

## **Educational Value**

We believe that we deserve full credit for the educational value of our website. Our implementation effectively educates users about the implications of AI in the workforce, catering to the needs of the personas we have developed. Additionally, our website is designed to be highly informative, offering in-depth insights into the implications of AI implementation, which is increasingly relevant in today's society. For instance, students visiting our site can gain valuable insights into real-life experiences related to AI in the workforce. By exploring the "Personal Experience" section, they can learn from the stories shared by other students or users, providing a firsthand understanding of AI's impact on job searching, resume screening, and facial recognition technology. These topics are central to our website's focus and are accessible to all users, including those seeking employment or learning about AI technology. Similarly, employers accessing our site can benefit from practical tools designed to mitigate biases and make more informed decisions regarding AI adoption. By following paths such as "Decision Tree" and "Tools," they can access resources tailored to their needs, facilitating the selection of less biased AI solutions. This aligns with our commitment to providing relevant, actionable information that addresses the specific concerns of different user groups. In the "Tools" section, for example, we provide detailed analyses of various AI technologies and their implications for job screening and facial recognition. By presenting the pros and cons in a clear, concise format, users can gain a comprehensive understanding of the ethical considerations involved. Similarly, in the "Impacts" section, we explore the real-world consequences of AI biases on hiring practices and workplace dynamics, supported by relevant statistics, case studies, and quotes. This content

is carefully curated to educate users on the potential societal impacts of AI technology. The information provided caters to the interests and concerns of our personas, ensuring that it resonates with their needs for knowledge and understanding in this rapidly evolving field.

## **Interactivity**

We believe that we deserve full credit for the interactivity of our website. Our implementation includes various interactive elements. For example, we spent a lot of time implementing hover-down menus in both the "Impacts" and "Tools" sections. Another interactive feature is the decision tree, which allows companies to reconsider the implications of implementing AI. By posing questions about their approach to AI, it encourages companies to rethink their initial plans. Alongside the decision tree, we provide a final recommendation based on the user's responses, as well as links to additional resources based on their answers. Another interactive aspect is the "Personal Experience" page, where users can read about others' experiences with AI job screening and submit their own. Our goal is to create a transparent environment where people feel comfortable sharing their experiences. Additionally, our feedback page allows users to share their thoughts on how the website can be improved, and we prioritize resolving these issues promptly. Furthermore, our homepage offers interactivity with features such as a welcome message, featured content like articles and case studies, a resource library, social media links, and a newsletter subscription option. In conclusion, our website prioritizes user engagement through various interactive features, fostering transparency and facilitating informed decision-making regarding AI implementation.

## **Mobile Friendly**

We've gone the extra mile to ensure our website is optimized for mobile devices. This is crucial given the prevalence of mobile browsing. Our design is responsive, adapting seamlessly to different screen sizes and orientations. By prioritizing mobile-friendliness, we're ensuring that users can access our content conveniently, regardless of the device they're using.

