

# Surfa

Predicting Tips for Thuisbezorgd.nl drivers.

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Created on: March 25, 2021 2:26 PM  
Changed on: March 25, 2021 10:08 PM

# Technology Impact Cycle Tool

Surfa

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## Impact on society

What impact is expected from your technology?

*This category is only partial filled.*

### **What is exactly the problem? Is it really a problem? Are you sure?**

Delivering food can be a hard job and the last thing a driver wants to see after a busy, cold, stormy day is 0 tips. This project will help Drivers find days when their efforts will be most appreciated. In exchange, Clients will have a way of influencing and rewarding Drivers through their tips.

### **Are you sure that this technology is solving the RIGHT problem?**

*This question has not been answered yet.*

### **How is this technology going to solve the problem?**

*This question has not been answered yet.*

### **What negative effects do you expect from this technology?**

*This question has not been answered yet.*

### **In what way is this technology contributing to a world you want to live in?**

*This question has not been answered yet.*

### **Now that you have thought hard about the impact of this technology on society (by filling out the questions above), what improvements would you like to make to the technology? List them below.**

*This question has not been answered yet.*

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## Hateful and criminal actors

What can bad actors do with your technology?

*This category has not been filled yet.*

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## Privacy

Are you considering the privacy & personal data of the users of your technology?

*This category is only partial filled.*

### **Does the technology register personal data? If yes, what personal data?**

This technology only registers the data that users volunteer to it.

### **Do you think the technology invades the privacy of the stakeholders? If yes, in what way?**

*This question has not been answered yet.*

### **Is the technology is compliant with prevailing privacy and data protection law? Can you indicate why?**

*This question has not been answered yet.*

### **Does the technology mitigate privacy and data protection risks/ concerns (privacy by design)? Please indicate how.**

*This question has not been answered yet.*

### **In which way can you imagine a future impact of the collection of personal data?**

*This question has not been answered yet.*

### **Now that you have thought hard about privacy and data protection, what improvements would you like to make? List them below.**

*This question has not been answered yet.*

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## Human values

How does the technology affect your human values?

*This category is only partial filled.*

### **How is the identity of the (intended) users affected by the technology?**

Surfa could be perceived as reinforcing that money is a crucial part of life that has an intrinsic value that we don't believe to be true. We can combat that feeling through the UX design of the product and eventually tracking and predicting other aspects such as work satisfaction.

### **How does the technology influence the users' autonomy?**

*This question has not been answered yet.*

### **What is the effect of the technology on the health and/or well-being of users?**

*This question has not been answered yet.*

### **Now that you have thought hard about the impact of your technology on human values, what improvements would you like to make to the technology? List them below.**

*This question has not been answered yet.*

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## Stakeholders

Have you considered all stakeholders?

*This category has not been filled yet.*

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## Data

Is data in your technology properly used?

*This category is only partial filled.*

**Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into account in the technology?**

We acknowledge the fundamental pitfalls of data however the cost of wrong predictions is not too high and any prediction better than chance is valuable.

**How does the technology organize continuous improvement when it comes to the use of data?**

*This question has not been answered yet.*

**How will the technology keep the insights that it identifies with data sustainable over time?**

*This question has not been answered yet.*

**In what way do you consider the fact that data is collected from the users?**

*This question has not been answered yet.*

**Now that you have thought hard about the impact of data on this technology, what improvements would you like to make? List them below.**

*This question has not been answered yet.*

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## Inclusivity

Is your technology fair for everyone?

*This category is only partial filled.*

### **Will everyone have access to the technology?**

*This question has not been answered yet.*

### **Does this technology have a built-in bias?**

The technology relies entirely on the users that choose to volunteer their data, however, they are also the beneficiaries of the predictions so that bias is acceptable.

### **Does this technology make automatic decisions and how do you account for them?**

*This question has not been answered yet.*

### **Is everyone benefitting from the technology or only a a small group?**

#### **Do you see this as a problem? Why/why not?**

*This question has not been answered yet.*

### **Does the team that creates the technology represent the diversity of our society?**

*This question has not been answered yet.*

### **Now that you have thought hard about the inclusivity of the technology, what improvements would you like to make? List them below.**

*This question has not been answered yet.*



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## Transparency

Are you transparent about how your technology works?

*This category is only partial filled.*

### **Is it explained to the users/stakeholders how the technology works and how the business model works?**

The way predictions are made is relatively intuitive and easy to explain. We will have a page for that which will be visible and accessible.

### **If the technology makes an (algorithmic) decision, is it explained to the users/stakeholders how the decision was reached?**

*This question has not been answered yet.*

### **Is it possible to file a complaint or ask questions/get answers about this technology?**

*This question has not been answered yet.*

### **Is the technology (company) clear about possible negative consequences or shortcomings of the technology?**

*This question has not been answered yet.*

### **Now that you have thought hard about the transparency of this technology, what improvements would you like to make? List them below.**

*This question has not been answered yet.*

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## Sustainability

Is your technology environmentally sustainable?

*This category has not been filled yet.*

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## Future

Did you consider future impact?

*This category is only partial filled.*

### **What could possibly happen with this technology in the future?**

The technology could expand to benefit all tipped service workers. At that point, the predictions may start to influence the tipping behaviour which influences predictions in a feedback loop that can lead to any result. That is a problem without a clear solution, but not one that society cannot overcome.

**Sketch a or some future scenario (s) (20-50 years up front) regarding the technology with the help of storytelling. Start with at least one utopian scenario.**

*This question has not been answered yet.*

**Sketch a or some future scenario (s) (20-50 years up front) regarding the technology with the help of storytelling. Start with at least one dystopian scenario.**

*This question has not been answered yet.*

**Would you like to live in one of this scenario's? Why? Why not?**

*This question has not been answered yet.*

**What happens if the technology (which you have thought of as ethically well-considered) is bought or taken over by another party?**

*This question has not been answered yet.*

**Impact Improvement: Now that you have thought hard about the future impact of the technology, what improvements would you like to make? List them below.**

*This question has not been answered yet.*