QUICKSCAN - CANVAS

Red Wine Prediction

NAME: Red Wine Prediction

DATE: September 5, 2024 3:38 AM

DESCRIPTION OF TECHNOLOGY

This project is about making a tool that predicts how good red wine is based on its chemical makeup. By looking at things like acidity and alcohol content, the tool will tell users if a bottle of wine is likely to be high or low quality. It's helpful for wine producers, sellers, and drinkers to make better choices about wine

HUMAN VALUES

it could affect users in different ways, for example:

- The technology changes how users approach wine selection, potentially leading to a shift in preferences and habits as they rely on predictions rather than personal taste alone.
- The website where users input wine characteristics to receive predictions creates a new way for people to interact with wine information and make informed decisions.

TRANSPARENCY

Yes, the users and stakeholders are informed about how the technology works and how the business model operates. The project includes a prototype of a user-friendly website where users can input characteristics of red wine to receive a quality prediction. The website processes this data using a predictive model and generates a quality rating. The website explains how it calculates the quality rating so users understand why the prediction is made.

IMPACT ON SOCIETY

The problem this technology aims to solve is the difficulty in predicting red wine quality accurately. This affects everyone involved in the wine industry, from producers to sellers to consumers. It's a problem because inaccurate predictions can lead to wasted resources, disappointed customers, and missed opportunities for businesses. Solving this problem can make the wine world better by enabling smarter decisions.

STAKEHOLDERS

- Joseph Atallah is my main stakeholder in this project. In a red wine prediction project, stakeholders could include wine enthusiasts, wine sellers, sommeliers, wine producers.

SUSTAINABILITY

In what way is the direct and indirect energy use of this technology taken into account?

HATEFUL AND CRIMINAL ACTORS

While technology like predictive modeling can be beneficial, it could potentially be misused. For instance, if someone manipulated the wine quality predictions to deceive customers into buying overpriced bottles, it could be illegal. Additionally, if the predictions were used to unfairly advantage certain wineries or manipulate market prices, it could break laws related to fair competition.

DATA

I know about the data challenges in wine prediction. Sometimes the data can be biased, incomplete, or just not good quality. Models can also get too complicated or too simple, leading to wrong predictions. And trends in wine preferences can change, making old models outdated. But we've got ways to handle these issues, like cleaning up the data, picking the right features, and regularly checking how well the model is doing.

FUTURE

If millions of people start using this wine prediction tool, it could shake up how we think about wine. Imagine everyone from casual drinkers to wine experts relying on it to pick bottles. It might change what wines become popular and how much they cost. But there could be downsides too, like less trust in personal taste and maybe even fewer unique wines if everyone just goes for what's predicted to be good

PRIVACY

No, the technology does not register personal data. It focuses on analyzing characteristics of red wine to predict its quality. While it may process information about wine attributes, it does not involve collecting or storing personal information about individuals. Therefore, there are no privacy concerns related to personal data.

INCLUSIVITY

Predictive models are trained on existing data, which may reflect biases. For example, if the data used to train the model is biased towards certain types of wine or preferences, the predictions it makes may not accurately represent the diverse tastes of consumers. This bias can lead to unfair outcomes, such as favoring certain wineries or types of wine over others, and may impact decision-making in the wine industry.

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QUICKSCAN - CANVAS - HELPSIDE

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HUMAN VALUES

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

To help you answer this question think about sub questions like:

- If two friends use your product, how could it enhance or detract from their relationship?
- Does your product create new ways for people to interact?…

TRANSPARENCY

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

- Is it easy for users to find out how the technology works?
- Can a user understand or find out why your technology behaves in a certain way?
- Are the goals explained?
- Is the idea of the technology explained?
- Is the technology company transparent about the way their…

IMPACT ON SOCIETY

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

Can you exactly define what the challenge is? What problem (what 'pain') does this technology want to solve? Can you make a clear definition of the problem? What 'pain' does this technology want to ease? Whose pain? Is it really a problem? For who? Will solving the problem make the world better? Are you sure? The problem definition will help you to determine…

STAKEHOLDERS

Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by…

When thinking about the stakeholders, the most obvious one are of course the intended users, so start there. Next, list the stakeholders that are directly affected. Listing the users and directly affected stakeholders also gives an impression of the intended context of the technology.
…

SUSTAINABILITY

In what way is the direct and indirect energy use of this technology taken into account?

One of the most prominent impacts on sustainability is energy efficiency. Consider what service you want this technology to provide and how this could be achieved with a minimal use of energy. Are improvements possible?

HATEFUL AND CRIMINAL ACTORS

In which way can the technology be used to break the law or avoid the consequences of breaking the law?

Can you imagine ways that the technology can or will be used to break the law? Think about invading someone's privacy. Spying. Hurting people. Harassment. Steal things. Fraud/ identity theft and so on. Or will people use the technology to avoid facing the consequences of breaking the law (using trackers to evade speed radars or using bitcoins to launder…

DATA

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into…

There are fundamental issues with data. For example:

- Data is always subjective;
- Data collections are never complete;
- Correlation and causation are tricky concepts;
- Data collections are often biased;…

FUTURE

What could possibly happen with this technology in the future?

Discuss this quickly and note your first thoughts here. Think about what happens when 100 million people use your product. How could communities, habits and norms change?

PRIVACY

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

If this technology registers personal data you have to be aware of privacy legislation and the concept of privacy. Think hard about this question. Remember: personal data can be interpreted in a broad way. Maybe this technology does not collect personal data, but can be used to assemble personal data. If the technology collects special personal data (like…

INCLUSIVITY

Does this technology have a built-in bias?

Do a brainstorm. Can you find a built-in bias in this technology? Maybe because of the way the data was collected, either by personal bias, historical bias, political bias or a lack of diversity in the people responsible for the design of the technology? How do you know this is not the case? Be critical. Be aware of your own biases.…

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