




NAME: Website 

DATE: June 26, 2026 10:55 AM


DESCRIPTION OF TECHNOLOGY
 Gym motivational website that helps users keep each other accountable. It functions by each user adding a goal where they set a target for times per week to go to the gym and they join a group together. Each group has a bet/stake (common for everyone in the same group) and if a person does not fulfill the target they set themselves, they must pay the bet/stake to the other members of the group that fulfilled their goals!

HUMAN VALUES 


It is meant to motivate people to fulfill their goals, but the motivator is actually negative and not positive reinforcement. Friendly competition is fine but I can see how people can abuse this and bully others. Interactions are to be taken with trusted friends since bets are set in place. It is possible to let it get out of hand by adding bets that are humiliating or big sums of money.

TRANSPARENCY 


Not fully yet. Maybe I should add a how it works in the landing page!

IMPACT ON SOCIETY 


It is not really a problem I am solving, I aim for this to be more of an extra tool to help people stay motivated and interact with friends. I believe if done well it does help people.

STAKEHOLDERS 


- Jessica Pina
- People who want to go to the gym and involve their friends on it

SUSTAINABILITY 


For now its a very small scale. energy would be low I think?

HATEFUL AND CRIMINAL ACTORS 


Someone can hack it and get people's habit of doing something. it is potentially harmful there and of course all other security issues with hacking, passwords and names.

DATA 


the only data my technology stores for a long time of someone in specific is frequency targets and penalties issued. they would get deleted after 1 year though so a person can start anew!

FUTURE 

I think people would make competitions out of it maybe. Or create malicious bets perhaps.

PRIVACY 

Your name, if you choose to add your real name.


INCLUSIVITY 

Not sure yet. Perhaps it it too oriented onto gym/fit people?

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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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