QUICKSCAN - CANVAS

whatsapp/discord clone

NAME: whatsapp/discord clone
DATE: July 1, 2025 3:59 PM
DESCRIPTION OF TECHNOLOGY
an app to communicate with your friends

HUMAN VALUES

The technology helps how users connect and interact with their friend groups by making communication and activity planning easier. It helps users to stay organized and involved, strengthening friendships.

TRANSPARENCY

Currently, the app does not have specific explanations for users about how the technology works or its goals. Users learn how to use the app through direct interaction and exploration.

IMPACT ON SOCIETY

he core problem this app addresses is the lack of a central, simple, and fast way for friend groups to communicate and organize activities. While many platforms exist (e.g., WhatsApp, Discord), they often either lack focus, become cluttered with unrelated conversations, or do not provide a smooth experience for planning group events or managing who is involved.

STAKEHOLDERS

- friend groups

SUSTAINABILITY

Energy consumption depends largely on the cloud servers and hosting the services, including databases and message brokers. I can choose energy-efficient cloud providers, optimize code for performance, and reduce unnecessary data transfers.

HATEFUL AND CRIMINAL ACTORS

Although the app is designed to help friend groups communicate and plan activities more easily, it could still be misused in ways that break the law or help users avoid consequences. For example, people could use the platform to harass others, send threatening or offensive messages, or share illegal content such as copyrighted media or explicit pictures

DATA

The app uses data only for essential functions like messaging and contact management, avoiding profiling or automated decisions.

FUTURE

It could change how friend groups communicate and organise their social lives, making group planning easier.

PRIVACY

Yes it stores user email addresses. Additionally, the app allows users to save contacts, which means it stores the email addresses of friends also the messages exchanged between users can contain personal or sensitive information, depending on what is shared in conversations. The content of messages could unintentionally include personal information. Because of this, privacy and data protection must be a priority.

INCLUSIVITY

there could be some bias in how the app is made. Without consulting users the app will be designed on how I like to communicate.

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TICT

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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