

Artificial Intelligence

A tool for designers to get feedback on composition and hierachy

Created by: NolanWeemaels
Created on: May 3, 2026 1:02 PM
Changed on: May 3, 2026 7:12 PM

Context of use: Education
Level of education: Bachelor

Technology Impact Cycle Tool

Artificial Intelligence

Impact on society

What impact is expected from your technology?

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

The problem is that many designers, especially students, don't know if their design has a clear hierarchy and good composition. When you work too long on your own design, you stop seeing mistakes. Feedback is not always immediately available, which slows down improvement. This mainly affects students and beginner designers, and solving it helps them learn faster and create better designs.

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

Yes, the technology is solving the right problem for a specific group. It focuses on helping design students and beginner designers who need fast feedback on hierarchy and composition.

How is this technology going to solve the problem?

The technology solves the problem by letting users upload a design, after which the AI detects elements like the title, text, and image. It then analyzes the hierarchy and composition and gives structured feedback. This allows users to quickly see what can be improved without waiting for external feedback.

What negative effects do you expect from this technology?

Negative effects could be that users rely too much on the AI and stop thinking critically themselves. The feedback can also be incorrect or too general.

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

This technology contributes to a world where people can learn and improve more independently.

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.

Add a disclaimer that AI feedback is not always correct, ask users for context to improve results, don't store uploaded images and keep feedback simple and clear.

Technology Impact Cycle Tool

Artificial Intelligence

Hateful and criminal actors

What can bad actors do with your technology?

This category is only partial filled.

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

The technology could be misused in different ways. For example, users could upload designs that are not theirs, which could lead to copyright issues. There is also a risk that personal or sensitive information in a design (like names or data) is analyzed without permission, which could affect privacy.

Can fakers, thieves or scammers abuse the technology?

This question has not been answered yet.

Can the technology be used against certain (ethnic) groups or (social) classes?

This question has not been answered yet.

In which way can bad actors use this technology to pit certain groups against each other? These groups can be, but are not constrained to, ethnic, social, political or religious groups.

This question has not been answered yet.

How could bad actors use this technology to subvert or attack the truth?

This question has not been answered yet.

Now that you have thought hard about how bad actors can impact this technology, what improvements would you like to make? List them below.

This question has not been answered yet.

Technology Impact Cycle Tool

Artificial Intelligence

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?

The technology can register personal data if the uploaded design contains names, faces, contact details, logos, school information or other recognizable elements. The tool itself does not need this data to work, but it can appear inside the PNG that the user uploads. That means privacy has to be taken seriously. The prototype should avoid storing uploads permanently and should clearly tell users not to upload sensitive personal information.

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.

Technology Impact Cycle Tool

Artificial Intelligence

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?

The technology can help designers feel more confident by giving fast feedback and helping them improve on their own. However, it might reduce interaction with teachers or classmates since users rely more on AI. Its important that users see it as a tool, not as the only source of truth.

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.

Technology Impact Cycle Tool

Artificial Intelligence

Stakeholders

Have you considered all stakeholders?

This category is only partial filled.

Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by answering these questions.

Name of the stakeholder

Design students

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

Are you going to take this stakeholder into account?

No

Name of the stakeholder

Junior designers

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

Are you going to take this stakeholder into account?

No

Name of the stakeholder

Teachers

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

Are you going to take this stakeholder into account?

No

Technology Impact Cycle Tool

Artificial Intelligence

Name of the stakeholder
Schools

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

Are you going to take this stakeholder into account?

No

Did you consider all stakeholders, even the ones that might not be a user or target group, but still might be of interest?

-

Now that you have thought hard about all stakeholders, what improvements would you like to make? List them below.

This question has not been answered yet.

Technology Impact Cycle Tool

Artificial Intelligence

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?

Yes, the AI depends on the input, so unclear data can lead to wrong or vague feedback. Design is also subjective, so the AI is not always correct. This is taken into account by keeping feedback simple and using the tool as support, not as final judgment.

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.

Technology Impact Cycle Tool

Artificial Intelligence

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?

Yes, the technology can have bias. It is based on design principles like composition and hierarchy. This means the AI might prefer certain styles and judge others as wrong, even if they are valid.

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.

Technology Impact Cycle Tool

Artificial Intelligence

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?

Yes, it is explained to the users how the technology works. The tool analyzes a design and gives feedback based on basic design principles like hierarchy and composition. Since it is a free school project, there is no business model. The focus is only on helping users improve their designs.

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.

Technology Impact Cycle Tool

Artificial Intelligence

Sustainability

Is your technology environmentally sustainable?

This category is only partial filled.

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

Since it is a small prototype, the overall energy impact remains low.

Do you think alternative materials could have been considered in the technology?

This question has not been answered yet.

Do you think the lifespan of the technology is realistic?

This question has not been answered yet.

What is the hidden impact of the technology in the whole chain?

This question has not been answered yet.

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

This question has not been answered yet.

Technology Impact Cycle Tool

Artificial Intelligence

Future

Did you consider future impact?

This category is only partial filled.

What could possibly happen with this technology in the future?

In the future, this technology could become more advanced and give more accurate and detailed feedback on designs. It could be integrated into design tools like Figma or Adobe, making feedback part of the design process.

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.