NAME: Digital application / online platform

DATE: December 27, 2025 5:31 PM

DESCRIPTION OF TECHNOLOGY

Eventify is a web application that helps users discover live music events based on location and personal preferences. The platform aggregates events from external sources and allows users to add local events.

HUMAN VALUES

The technology empowers users by helping them discover events that match their interests and location. It creates new ways to interact with local culture and music communities. The platform does not stigmatise users and aligns with how users want to present themselves as culturally engaged and socially active individuals.

TRANSPARENCY

Yes. The core idea and functionality of the platform are explained to users in a clear way. The platform is transparent about its purpose and does not rely on hidden algorithms or opaque data usage. The business model does not depend on selling personal data.

IMPACT ON SOCIETY

The problem is that event information is fragmented across many platforms such as social media, ticket websites and venue agendas. Users often miss relevant local events or spend a lot of time searching. This is a real problem for music lovers and local organisers, because interesting events remain undiscovered. Solving this problem improves access to culture and supports local music scenes, which has a positive societal impact.

STAKEHOLDERS

- Main users are music lovers looking for concerts and live events. Other stakeholders include local artists, small event organisers, venues and moderators of the platform. Indirect stakeholders include external event platforms providing data. The interests of these stakeholders are mostly aligned around visibility and accessibility of events.

SUSTAINABILITY

The technology uses existing web and cloud infrastructure and does not rely on heavy computation, AI or continuous real-time tracking. Energy use is therefore limited. Further optimisation is possible by efficient caching and minimal data transfers.

HATEFUL AND CRIMINAL ACTORS

The technology could potentially be misused to publish misleading or fraudulent events, or to harass users via user-generated content. There is also a limited risk of privacy misuse if location data were handled incorrectly. These risks are mitigated through moderation, reporting mechanisms, limited data collection and role-based access.

DATA

Yes. The project acknowledges that data can be incomplete, biased or outdated, especially when coming from external sources or user-generated input. Eventify mitigates this by combining multiple data sources, allowing user feedback, and clearly communicating that event data may change.

FUTURE

If the platform scales to a large user base, it could significantly influence how people discover live music and support local culture. Communities could become more locally engaged, but there is also a risk of over-reliance on digital discovery. Responsible scaling and transparency will be important.

PRIVACY

Yes, the technology registers limited personal data. This includes an email address, a hashed password, user preferences (music genres), and a rough location used for distance filtering. No sensitive personal data such as health, ethnicity or financial information is collected.

INCLUSIVITY

There is a potential bias towards events that are better represented in external APIs or actively submitted by users. Smaller or less digitally visible communities may be underrepresented. Awareness of this bias leads to design choices such as user-generated events and manual moderation to improve inclusivity.

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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.…