

# PlayConnect

Sport Event Management Application

Created by: lachezar  
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Context of use: Education  
Level of education: Bachelor

# Technology Impact Cycle Tool

PlayConnect

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## Impact on society

What impact is expected from your technology?

*This category is only partial filled.*

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

PlayConnect addresses the challenge of individuals lacking companions for specific sports activities due to geographic or social constraints. By enabling users to easily create and join sports events, the platform enhances community engagement and promotes healthier lifestyles. Solving this problem not only benefits individual well-being but also fosters social cohesion, making it a valuable solution.

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

*This question has not been answered yet.*

### **How is this technology going to solve the problem?**

*This question has not been answered yet.*

### **What negative effects do you expect from this technology?**

*This question has not been answered yet.*

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

*This question has not been answered yet.*

### **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.**

*This question has not been answered yet.*

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## 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 platform involves storing personal information like names, emails, and passwords. However, this data, if leaked, is relatively public and unlikely to lead directly to identity theft. Nevertheless, proper security measures are still essential to prevent unauthorized access. Additionally, the ability to comment on events might be exploited for harassment or bullying. Implementing robust privacy measures and community guidelines will be crucial to mitigate these risks and ensure the platform is used responsibly and safely.

### **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.*

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## 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?**

PlayConnect does register personal data, specifically users' first names, last names, email addresses, and passwords. The platform does not collect special categories of personal data, such as health information or ethnicity, which would require additional protective measures and considerations.

### **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.*

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## 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?**

PlayConnect impacts user identity by offering new ways to interact and connect over shared sports interests, potentially strengthening social bonds. It replaces traditional roles of community sports organizers, making it easier for users to engage in and manage sports activities. This can empower and change users by promoting an active, community-focused lifestyle, aligning with identities that value health and social engagement.

### **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.*

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## 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**

Lachezar

**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**

Sport Enthusiasts

**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**

Sport Event Organizers

**How is this stakeholder affected?**

-

**Did you consult the stakeholder?**

No

**Are you going to take this stakeholder into account?**

No

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Name of the stakeholder  
Fitness and Sport Clubs

**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.*

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## 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?**

PlayConnect is designed to be conscious of the inherent shortcomings and pitfalls of data such as subjectivity, incompleteness, and potential biases. In the future, the platform plans to implement mechanisms such as averaging user ratings, accurate recommendations, and continuously updating databases to reflect current trends and preferences. This approach aims to provide a balanced and dynamic view of user interactions.

### **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.*



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## 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?**

PlayConnect is designed without built-in bias, achieved by gathering data from a diverse user base and fostering an inclusive design environment. This ensures that the platform's features and algorithms do not favor any particular group. Continuous review and updates are essential to maintain this unbiased approach as both the user base and technology evolve.

### **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.*

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## 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?**

PlayConnect ensures transparency with its users and stakeholders about how the technology and business model function. The platform provides clear, accessible information on its workings, including the purpose of the technology and the principles guiding its operation.

### **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.*

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## 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?**

Prioritizing energy efficiency is pivotal for sustainability. By optimizing its codebase, employing efficient data storage practices, and utilizing energy-efficient servers, PlayConnect can minimize its energy footprint. Furthermore, implementing features such as automatic server scaling to match demand can prevent unnecessary energy expenditure during low-usage periods.

### **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.*

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## Future

Did you consider future impact?

*This category is only partial filled.*

### **What could possibly happen with this technology in the future?**

With the potential for 100 million users, PlayConnect could reshape sports engagement and event management, fostering tighter communities and promoting active lifestyles. Millions of sports enthusiasts would be able to easily play their favourite sport with other enthusiasts everywhere they are.

### **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.*