QUICKSCAN - CANVAS

Beer recommandation system

NAME: Beer recommandation system
DATE: September 4, 2024 7:17 AM

DESCRIPTION OF TECHNOLOGY
An AI system that can recommend an beer based on the taste preference of the user.

HUMAN VALUES

By using the system, users may feel more confident in their beer choices and may be more likely to try new beers that they would not have considered otherwise. This could result in a more enjoyable and satisfying beer-drinking experience, as they would be drinking beers that are better suited to their personal taste preferences.

TRANSPARENCY

A transparent approach to explaining the technology could include providing information about the types of data that are collected, how the data is used to make recommendations, and the criteria that the system uses to determine which beers to recommend. This could be done through user guides, online documentation, or other communication channels.

IMPACT ON SOCIETY

There are thousands of different types of beers available, and it can be difficult for a person to know which one to choose based on their personal taste preferences.This problem is particularly relevant for people who are not beer experts, and may not know the characteristics of different beers or how to choose a beer that will suit their taste.

STAKEHOLDERS

- Beer enthusiasts
- Casual beer drinkers
- Beer retailers
- Beer manufacturers

SUSTAINABILITY

To take into account the direct and indirect energy use of the technology, developers could use energy-efficient hardware and optimize the software to reduce energy consumption. This could include using cloud-based services that are designed to be energy-efficient, implementing energy-saving features such as dynamic frequency scaling or minimizing data transfers to reduce the energy consumption of the system.

HATEFUL AND CRIMINAL ACTORS

the specific use case of an AI system for recommending beer based on a user's taste preferences does not inherently lend itself to criminal activities or avoidance of consequences.

DATA

it's important to use high-quality and diverse data sources and to continuously monitor and evaluate the performance of the AI system to ensure that it's providing accurate and fair recommendations. The use of transparent algorithms and explanations for the system's recommendations can also help to build trust and ensure that users understand how the system works.

FUTURE

the widespread use could potentially lead to changes in consumer preferences, industry practices, and community dynamics, as users are exposed to new options and become more engaged in the world of beer. However, the extent and nature of these changes would depend on the specific design and implementation of the technology, as well as broader social and cultural factors that influence consumer behavior and norms.

PRIVACY

We may not necessarily need to register personal data, but it would likely result in less personalized recommendations. Without personal data, the system would not be able to tailor recommendations to a user's specific taste preferences or account for other factors such as age, gender, or location that may affect their beer preferences.

INCLUSIVITY

if the training data includes a disproportionately high number of recommendations for beers that are popular among men, the AI system may learn to prioritize these beers over other options when making recommendations for male users. This could result in a gender bias in the recommendations, with female users being less likely to receive recommendations for beers that they would enjoy.

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QUICKSCAN - CANVAS - HELPSIDE

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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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