# **QUICKSCAN - CANVAS**

# Cry Analyzer

NAME: Cry Analyzer

**DATE:** July 5, 2025 8:45 AM



**DESCRIPTION OF TECHNOLOGY** 

An app that analyzes the cry of a baby to understand its

needs

#### **HUMAN VALUES**



**TRANSPARENCY** 



It would help mothers who feel insecure of meeting the needs of the baby. The mother would regularly use the app to know what to do for the baby's needs in the moment.

The APP operates by recording your baby's cry for 5 seconds and then analyses it to match the particular need of the baby based on historical data stored in the APP.

\*To maintain accuracy, please avoid other noise as much as possible.emotional state for clear accuracy

Based on the historical data saved in the APP it will personalize an algorithm to identify your baby's emotional state for clear accuracy every time.

#### **IMPACT ON SOCIETY**

result in bad affects on the baby.



**STAKEHOLDERS** 



**SUSTAINABILITY** 



Mothers want to understand the needs of their baby. Since a baby can't talk (yet) they mostly have to guess. This could not be in the best interest of the baby. This is why the analyzer

could help with understanding the needs of the baby.





idk



# HATEFUL AND CRIMINAL ACTORS

if it analyzes the cry to be something entirely different and the

mother does something based on the analyzer that could



DATA

I think it could in the long run be hurtfull to the instincts of the mother. Maybe she only starts trusting the analyzer app and not on her motherly instincts which usually guide her in the right way anyway.





This technology could be further developed into an analyzer for more human sounds that are not language, but indeed also languages or even animal sounds.

Motherly instinct would be overruled by this analyzer this could cause a lack a motherly love and more motherissues in grown adults.

### **PRIVACY**



**INCLUSIVITY** 



I am not aware of any bias the babies could have. But maybe the makers unconsciously have a bias towards mothers and do not include the dads in the situation when needed? It has also recorded the daily lifestyle of 200.000 babies. But in what class was the lifestyle and did the recording of the babies influence the lifestyle?

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It registers the cry of the baby. This then also registers the needs of the baby. It then could register all purchases and/or induce purchases on behalf of the baby.

# 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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