



**NAME:** Baby Don't Cry 


**DATE:** September 23, 2020 9:00 AM

**DESCRIPTION OF TECHNOLOGY**  
 An app that 'listens' to a crying baby and analyzes the crying. The app knows if the baby is hungry or tired or in pain (for example)


The app is trained on over 200.000 crying babies and can be personalized on your baby. The analysis is 80% accurate for identifying a baby's emotional state.

**HUMAN VALUES** 


We understand that our app will probably bought by parents that are a bit insecure about their parenting. That is why we take extra care in explaining that the app is only a support system for making good decisions. You should never let the app make decisions for you!

**TRANSPARENCY** 


We are thinking about creating an user community. In this community parents can talk about using the app. Our goal is that the app helps the parents and also the parents help each other.

**IMPACT ON SOCIETY** 


We added a probability of the analysis. We no longer say the baby is hungry but we say the baby has 80% chance of being hungry (for example). We also make sure that we have a well documented user guide that instructs parents to work together with the app.

**STAKEHOLDERS** 


By doing a stakeholder analysis we now better understand that often the parents are not the only ones that take care of a baby. There is also (for example) grand parents and day care. We must ensure that we take these targetgroups into account.

**SUSTAINABILITY** 


In the future we will research if it is possible to have some processes run locally instead of in the datacenter. This way we can further reduce our ecological footprint.

**HATEFUL AND CRIMINAL ACTORS** 


Considering the nature of our solution we did not think improvements are in order to mitigate the risks of bad actors.

**DATA** 


Our users only use the app for a limited period of time. If they stop using it we will create a procedure that enables the user to choose if they want their data deleted or (anonymously) shared with our company and researchers so we can improve baby care.

**FUTURE** 

We believe in a world in which the precious relationship between parent and new born is supported by some technology in some cases. We will continu to promote that way of thinking to prevent our app becoming to important.

**PRIVACY** 

We will be even more transparent about why we are collecting data and try to anonymize more data, so we can balance data minimalisation and improving our app.


**INCLUSIVITY** 

We are really committed to hiring a more diverse workforce. We are growing fast and aim to hire more women and people from different backgrounds and races. The same goes for our researchers. We believe this will help improve our app.

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**HUMAN VALUES** 


**Now that you have thought hard about the impact of your technology on human values, what improvements...**

If you think about the impact of this technology on human values & needs. If you think about how this technology affects the identity of the user, the autonomy of the user (can the users make their own decisions?) and the health and wellbeing of the user. If you think about all that, what improvement would you (want to) make to this technology?...

**TRANSPARENCY** 


**Now that you have thought hard about the transparency of this technology, what improvements would you like t...**

If you think about the communication on the way the technology works and the businessmodel. If you think about the explanation on automatic decisions that are made. If you think about complaint procedures and transparency on possible negative effects. If you think about all that, what would you (want to) improve?...

**IMPACT ON SOCIETY** 


**Now that you have thought hard about the impact of this technology on society, what improvements would you...**

If you think about the real problem this technology is going to solve. If you think about the ability of this technology to solve the real problem. If you think about possible negative effects and will this technology contribute to a world you want to live in. If you think about all that, what improvements would you make?

**STAKEHOLDERS** 


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

If you think about all stakeholders of this technology. If you think about stakeholders that are less obvious. If you think about the way certain stakeholders are affected by this technology and if you want to take them into consideration. If you think about all that, what would you (want to) improve on this technology....

**SUSTAINABILITY** 


**Now that you have thought hard about the sustainability of this technology, what improvements would you like t...**

If you think about the direct and indirect energy use and the materials that are used in this technology. If you think about the lifespan of the technology and the hidden environmental impact of the technology. If you think about all that, what improvements would you (want to) make to this technology?  
...

**HATEFUL AND CRIMINAL ACTORS** 


**Now that you have thought hard about how bad actors can impact this technology, what improvements would...**

If you think about this technology being used to break the law, or avoid the consequences of breaking the law, or to be used against certain groups, or to the attack the truth or to pit certain groups against each other. If you think about all that, what improvements would you (want to) make to this technology?

**DATA** 


**Now that you have thought hard about the impact of data on this technology, what improvements would you...**

If you think about the limitations of data. Things like subjectivity, incomplete datasets and so on. If you think about the way new insights are handled. If you think about the sustainability of the collection of data or the data that is collected from the users. If you think about all that, what would you (want to) improve on this technology?...

**FUTURE** 


**Impact Improvement: Now that you have thought hard about the future impact of your technology, what...**

If you think about an utopian and a dystopian scenario. If you think about the way this technology can change the world. If you think about the consequences of a different party buying your technology. If you think about all that, what would you (want to) improve?  
...

**PRIVACY** 

**Now that you have thought hard about privacy and data protection, what improvements would you like to make?...**

If you think about this technology invading someones privacy or collecting personal data and if you think about the way this technology is compliant with prevailing law and mitigates dataprotection risks and concerns. If you think about all that, what improvement would you (want to) make to this technology?

**INCLUSIVITY** 

**Now that you have thought hard about the inclusivity of this technology, what improvements would you like to...**

If you think about accessibility to this technology. If you think about built in biases or automatic decisions that may be biased. If you think about who is benefitting from this technology and the diversity of the team that creates the technology. If you think about all that, what improvements would you (want to) make to this technology....

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