QUICKSCAN - CANVAS

Activity discovery app

NAME: Activity discovery app
DATE: September 14, 2025 8:41 PM
DESCRIPTION OF TECHNOLOGY
app to find activities

HUMAN VALUES

- Enhancement: The app may help users see themselves as active and social planners.
- Stigma: Unlikely, unless data leaks or misuse occurs, which could harm reputation or privacy.
- Interaction: Creates new ways for users to interact with providers (e.g., bookings).
- Change: Encourages users to be more socially active and organized, potentially improving self-image.

TRANSPARENCY

Currently limited explanation for users on how data is handled and the apps purpose.
More transparency on privacy practices, data usage, and any commercial motives is recommended.

IMPACT ON SOCIETY

Problem definition:
This technology helps users find and plan activities more easily and clearly by using personal data (like profile info) to enhance the user experience. It solves the problem of fragmented and complicated searching and planning of activities offered by multiple providers.

STAKEHOLDERS

- Users: People searching and planning activities.
- Providers: Businesses/organizations offering activities.
- App developers: Responsible for building and maintaining the app.
- Administrators: For oversight and security.
- Privacy regulators: Enforcing legal compliance.
- Third parties: Marketing or analytics partners, if involved.

SUSTAINABILITY

As a web app, its energy footprint is relatively small, especially with efficient hosting.
Optimizations like caching and minimal data transfer can improve energy efficiency.
Considering green hosting or sustainability in infrastructure is advised.

HATEFUL AND CRIMINAL ACTORS

Possible misuse scenarios:
- Privacy invasion: Unauthorized access to personal data or use of data for unwanted profiling or marketing.
- Identity fraud: If login credentials or tokens are stolen, others could impersonate users.
- Data misuse: Collected data might be exploited for commercial purposes without consent.
- Rule evasion: For example, users booking activities while bypassing age restrictions or provider policies.

DATA

- Data is always incomplete and subjective. Not all activities may be represented.
- Bias can appear if larger providers get prioritized in listings.
- Correlation does not imply causation (e.g., search behavior genuine interest).
- Transparency and user education about data limitations are important.

FUTURE

Scaling to millions of users may raise greater privacy and security concerns.
New features may collect more personal data, increasing risks.
Social norms about privacy and data may evolve, changing user expectations.
Communities might form around activities, creating new social norms and behaviors.

PRIVACY

Yes, the app collects:
- User data: name, email, password (hashed), profile information.
- Activities searched or booked by users.
- Possibly metadata such as IP addresses and login timestamps.

These qualify as personal data under GDPR.

INCLUSIVITY

Potential bias towards bigger or more active providers being shown more prominently.
User profiles might create filter bubbles limiting exposure to diverse activities.
Designers own unconscious biases can affect UI and functionality.
Awareness and transparency of such biases are necessary.

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QUICKSCAN - CANVAS - HELPSIDE

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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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