QUICKSCAN - CANVAS

FootLiveTrack

NAME: FootLiveTrack
DATE: July 12, 2025 11:10 AM
DESCRIPTION OF TECHNOLOGY
A football betting app

HUMAN VALUES

The platform can empower users by providing real-time insights and encouraging strategic thinking. However, it may also shape their identities as bettors or risk-takers, impacting how others perceive them. For some, this might lead to shame, addiction, or altered self-image. It also changes how users interact with sportsnot just as fans but as financial stakeholders.

TRANSPARENCY

Not fully yet. FootLiveTrack currently focuses on core features, but we plan to add sections in the app and website that explain: How odds are calculated. How user data is used.
What the platform earns money from (e.g., small fees on bets or partnerships with clubs/leagues).
At the moment, this is not very visible to users, so its something we need to work on.

IMPACT ON SOCIETY

This technology is there to fill people lack of entertainment in their lives, thanks to this technology people can bet and get rich or get poor

STAKEHOLDERS

SUSTAINABILITY

The platform is digital and lightweight, but indirect energy use (e.g., server load from real-time processing) is substantial. We are exploring efficient server infrastructures, regional caching, and dark-mode UIs to reduce energy consumption. We also aim to host on providers committed to carbon neutrality.

HATEFUL AND CRIMINAL ACTORS

Users might exploit the platform to commit fraud (e.g., fake IDs), launder money via anonymous betting accounts, or manipulate matches. Theres also the risk of underage gambling. Without strict identity checks and regional compliance, users could bypass laws using VPNs or third-party accounts.

DATA

Data is never fully objective and often reflects biases (e.g., over-flagging specific types of users or behaviors). Correlation and causation just because a user bets more doesnt mean they are irresponsible. Our system could make flawed assumptions from incompleteor noisy data. We aim to avoid these pitfalls by:Avoiding overly rigid risk-profiling based on shallow data. Allowing users to correct or appeal false flags. Always framing data-driven decisions as suggestions rather than absolute truths.…

FUTURE

If FootLiveTrack reaches 100 million users: Betting becomes more mainstream, normalized even among young adults. Real-time sports tracking becomes deeply integrated into daily habits similar to stock trading or social media. Sports fan communities start forming around betting strategies, player stats, and prediction contests. Governments may get involved to regulate the addictive nature of live betting. New career paths could emerge: live-bet analysts and odds influencers

PRIVACY

Yes, it collects users names, addresses, and phone numbers during registration and identity verification.

INCLUSIVITY

Currently, there might be unintentional bias, like assuming all users speak English or have stable internet. Also, since the system verifies users with official documents, undocumented individuals or those without formal ID might be excluded. These decisions were not made with bad intentions but reflect a lack of diversity in the early design phase.

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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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