QUICKSCAN - CANVAS

Ambulance project

NAME: Ambulance project
DATE: May 16, 2026 11:11 AM

DESCRIPTION OF TECHNOLOGY
AI algorithm that makes dispatching ambulances a lot more efficient.

HUMAN VALUES

This algorithm that we are going to make, could make dispatching ambulances a lot more efficient for hospitals and ambulance dispatch locations. Next to that at the same time it could mean that more peoples lives could be saved, because of the decrease in time for dispatching.

TRANSPARENCY

At the end of the project we will make a project delivery document where we will explain everything, for example exploratory data analysis and description of the models that we used.

IMPACT ON SOCIETY

In the last few years the amount of ambulance dispatches in Eindhoven has been doubled from 35.000 dispatches to 70.000. Even though after the ambulance dispatches doubled, the ambulance dispatch locations still use their old dispatch system. That is a big problem because that means these ambulances arrive later at the location than they used to be, which can cost lives.

STAKEHOLDERS

- Safety & Security Campus
- Ambulance dispatch location
- Hospitals
- Patients that need an ambulance

SUSTAINABILITY

This project does not need a big energy source, but we do need a computer with computing power.

HATEFUL AND CRIMINAL ACTORS

With this project there is no technology that can be used to break the law, but the data that we are going to use is personal and confidential data, which can be stolen.

DATA

The only pitfall of this project could be that the model that we make could make predictions that are not correct, which can be fatal for a patient. The stakeholder is aware that this could happen.

FUTURE

If hospitals start to use this tool, it may help thousands of people and save hundreds of lifes. But of course, times change and technologies as well. So, in the future, it is highly likely that this technology of choosing the spot for an ambulance will be changed, because of the changes in city buildings, technological progress, medical progress, etc. That means the data needs to be updated regularly.

PRIVACY

The algorithm that we are going to make, will make use of personal and confidential data. For example the addresses of the patients, the type of accident, location of the ambulances, etc.

INCLUSIVITY

The model that we are going to make could have a built-in bias, because the model can make a prediction that is not correct since no model is 100% accurate.

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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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