




NAME: AssetNXT 

DATE: May 17, 2026 2:16 AM


DESCRIPTION OF TECHNOLOGY
 AssetNXT is an asset tracking tool which is capable of measuring data such as routes, temperature, pressure and humidity. There's also the option to create and apply boundaries to this data.

HUMAN VALUES 


People who for example drive trucks could be affected. They are being monitored during working hours and could feel stressed because every little mistake will potentially be noticed.

TRANSPARENCY 


The stakeholders most affected are the ones who are in a moving asset (truck driver). They should be aware of being monitored during working hours. They are also the ones who need to pass on the data by means of a smartphone. Every stakeholder should be informed about the goal of the application.

IMPACT ON SOCIETY 

AssetNXT wants to make the monitoring of assets such as trucks easier. These trucks can for example carry products which need certain conditions to stay fresh in. Having a dashboard which notifies a user that something is wrong is a fast and convenient way of making sure big problems can be avoided.


STAKEHOLDERS 

- People who monitor assets by means of the app
- Truck drivers etc.


SUSTAINABILITY 

The database and the server(s) on which AssetNXT are hosted consume energy, as well as the devices the application is being used on.


With the current use case lowering the usage of energy significantly would be a difficult/impossible job

HATEFUL AND CRIMINAL ACTORS 


The software uses tracking information and can see everything a driver does. Criminals could use this information to plan a heist for example. In the wrong hands a bad person could also change boundaries and spoil every product in the assets because the system does not notify any breaches

DATA 


Yes data can easily be incomplete or even not useful. However AssetNXT works in a situation where data is passed on correctly and in time. It also depends on users filling in boundaries correctly. If one of these two things goes wrong there is a chance an asset might be full of spoiled products.

FUTURE 

The prediction is that usage of apps like AssetNXT will increase in the future. A lot of devices are becoming smart these days.

PRIVACY 

The realtime location of assets is being stored in a database. Someone with access to the product can monitor the location of certain assets every minute of the day.


INCLUSIVITY 

There are no biases we can think which affect humans in any way or form.

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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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