QUICKSCAN - CANVAS

TRIP | AI Trip Planner

NAME: TRIP | AI Trip Planner

DATE: May 1, 2025 3:02 AM

DESCRIPTION OF TECHNOLOGY

AI Trip Planner leverages Google Gemini AI and other Google services to create personalized travel itineraries. This technology analyzes user preferences, budget, and travel time to recommend the best activities, accommodations, and routes instead of the user/traveler to waste time on searching and googling. It solves the problem by automating complex planning tasks, making travel planning easier and more…

HUMAN VALUES

The technology can enhance relationships by making trip planning collaborative and personalized, but it could also reduce the human element in planning, making interactions more transactional. It might change how users view themselves as travelers, empowering them to explore new places but also possibly creating dependence on AI-driven decisions, which could impact their sense of adventure and spontaneity.

TRANSPARENCY

Yes, it is important that users can easily understand how the technology works. We provide clear explanations on how the AI generates travel plans, including how data is used. The business model is also transparent.

IMPACT ON SOCIETY

Travelers often find it hard to plan personalized trips, especially with multiple destinations. This wastes time and can cause frustration. The technology solves this by offering customized itineraries based on preferences, saving time and improving the travel experience for all travelers.

STAKEHOLDERS

- Travel agencies
- Local Businesses
- Tech companies like Google (providing API's or AI)
- policymakers
- Travelers
- Hotel owners
- Tour guides
- Transport services
- Tourism boards

SUSTAINABILITY

I consider energy efficiency by using cloud-based services, which are optimized for lower energy consumption. The AI processing happens in efficient data centers.

HATEFUL AND CRIMINAL ACTORS

The technology could be misused to create fake travel plans or itineraries to support fraudulent activities, such as identity theft or travel scams. It might also be exploited to gather sensitive location data without consent, potentially invading users' privacy.

DATA

Yes, I know that data can have problems like being incomplete, biased, or misunderstood. We try to avoid these issues by using different and current data sources, checking data carefully, and improving our methods to make sure the results are as fair and accurate as possible.

FUTURE

If 100 million people use this technology, it could change how people travel. More tourists might visit certain places, affecting local businesses. People might rely more on AI for planning trips, instead of using travel agencies. But, this could make some places too crowded and reduce spontaneous trips. It's important to watch and adjust how the technology is used.

PRIVACY

Yes, the technology registers personal data such as the users email address, travel preferences (e.g., location, budget, number of travelers), and possibly location data through the use of APIs like Google Places. This data is used to personalize the travel experience but requires careful handling to ensure privacy compliance.

INCLUSIVITY

Yes, there could be some built-in biases. For example, if the data used comes from limited sources or if the AI model was trained with biased information, the recommendations might favor certain places or people. We try to reduce this by using diverse data and continuously checking the technology for fairness.

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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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