Introduction
In this week’s writing assignment, you’ll be discussing the case of a web application called ReservationHop using one of the four different ethical theories we discussed in class. In your svn directory, you will find a file called “W3_assignment.txt” Your assigned ethical theory is inside. You are to argue whether or not the developer was morally justified in creating this product from your assigned ethical theory. Explicitly state which perspective you are using in your first paragraph. DO NOT make any arguments appealing to the other systems. Your entire argument must be constructed only from the one perspective you’ve been assigned.

Ultimately, your entire paper should argue either that the developers who created this software were morally justified or were not morally justified. You must make one of these two arguments and state it clearly. No sitting on the fence this time.

Regardless of the ethical theory you’ve been assigned, you should follow Tavani’s comprehensive method. First, identify the practice or feature that is morally questionable by disclosing opaque features, assessing sociological implications, and searching for existing policies or ethical codes. Next, analyze the ethical issue, identifying any policy vacuums and clearing up any conceptual muddles. Finally, deliberate on the issue by applying your assigned ethical theory. Do your best to justify your conclusion using logical argumentation. Try to anticipate objections from someone who disagrees with your conclusion.

ReservationHop
ReservationHop launched last year, a site designed by Brian Mayer to sell reservations for exclusive restaurants in San Francisco. Employees of ReservationHop called restaurants to make reservations under assumed names. Customers could then purchase the reservation and assumed name online. There was an immediate public backlash against the app. The designer intended to create a market for a scarce resource that has not been commoditized, but restaurant owners saw the application as selling a courtesy they offered to their customers. Mayer recently abandoned the application altogether.

References
http://techcrunch.com/2014/07/03/everyone-seems-mad-at-reservation-hop-founder-admits-he-was-taken-aback-by-the-criticism/