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HCD402

Module 8: Designing within a Social Context



A Socially & Contextually Oriented HCD

7/27/23

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Agenda

- Introduction
- Understanding User Needs
- Cultural Awareness in Design
- Social Impact of Design
- Design for Inclusivity
- Ethical Considerations
- Designing for Sustainability
- Case Studies
- Conclusions
- Q&A





Everything is Developed within a Context

- Importance of considering context in all aspects of design.
- Just as some tools require fine motor control, products and designs are influenced by their social contexts.
- Identifying and Breaking Down a Social Context: How to understand different contexts, focus areas, and the iterative process.
- Developing a Strategy for a Specific Social Context: Understanding newer contexts and leveraging prior learnings to iterate on a product.
- Real-world Examples of Understanding Social Context: Examining research, solution development, and pivoting based on results.

Definition of Social Context

- Social Context in design refers to the cultural, economic, political, and environmental factors that shape a society and individuals. In the context of design, it involves understanding how these factors influence user behaviours and interactions with products or services.
- "Social Context" as the immediate physical and social setting in which people live or where something happens or develops.
- Products targeted at people always launch in a social context, which influences their success.
- By comprehending social context, designers can make informed decisions that cater to the needs and preferences of diverse user groups.



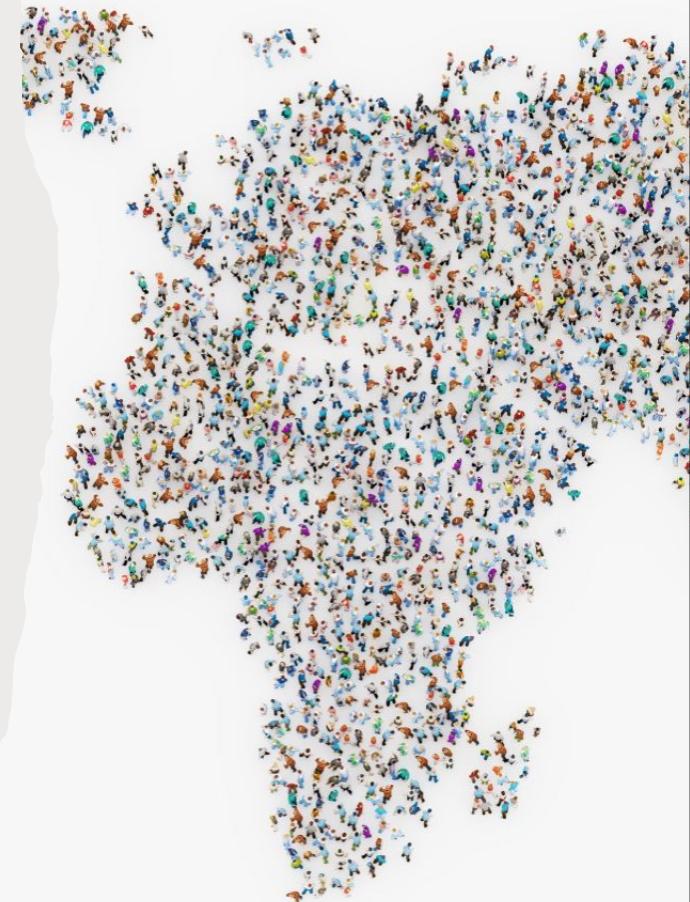


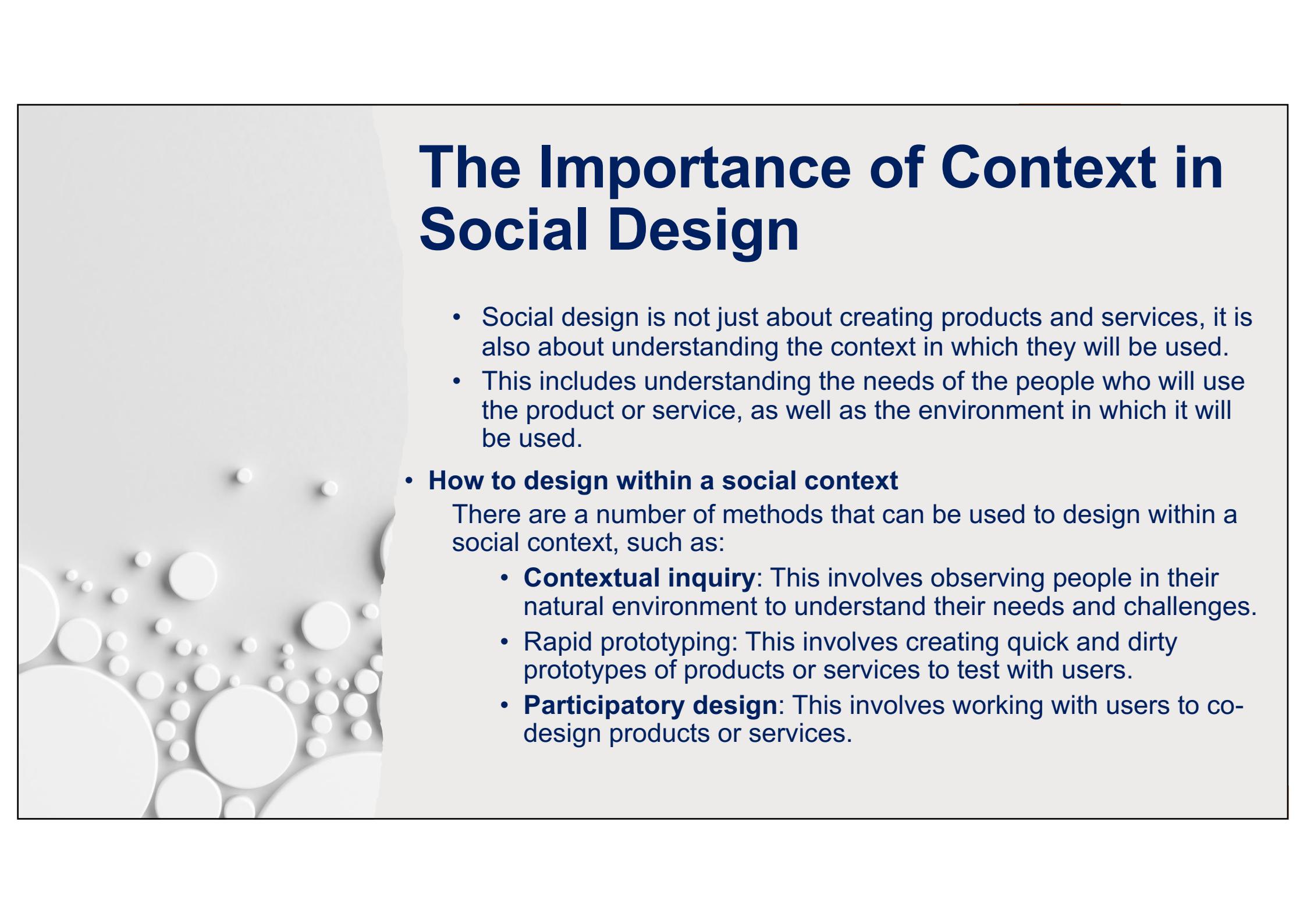
Example of Social Context Impact on Products

- How social context can affect product usability with an example: A device display designed for one region may face text display issues in another region due to language translation challenges.
- The importance of understanding social contexts to avoid such issues.

What is Social Design?

- The application of design methodologies in order to tackle complex human issues, placing the social issues as the priority.
- A creative practice dedicated to understanding social problems and supporting positive social change.
- **Why is social design important?**
 - The world is facing a number of complex social challenges, such as poverty, inequality, and climate change.
 - Social design can help to address these challenges by creating products and services that are relevant and impactful.





The Importance of Context in Social Design

- Social design is not just about creating products and services, it is also about understanding the context in which they will be used.
- This includes understanding the needs of the people who will use the product or service, as well as the environment in which it will be used.
- **How to design within a social context**
 - There are a number of methods that can be used to design within a social context, such as:
 - **Contextual inquiry:** This involves observing people in their natural environment to understand their needs and challenges.
 - Rapid prototyping: This involves creating quick and dirty prototypes of products or services to test with users.
 - **Participatory design:** This involves working with users to co-design products or services.

Social Context and Successful Product Launch

- A successful product launch requires the development team to be aware of the social context in which the product will be introduced.
- When a product not widely used in a particular country needed a different launch strategy to gain acceptance. Any example?





Adjusting Design for Social Context

- How investigating social differences helps define the problem space in product design.
- Unlike traditional problems, addressing social context requires adjusting the design approach and other components of the strategy.



Impact of Social Context on Design

- How social context influences design decisions, using the example of adapting product quantity and pricing based on regional customer behaviour.
- How such adjustments affect not only the design but also tertiary areas like pricing and marketing.



How to Conduct Contextual Inquiry

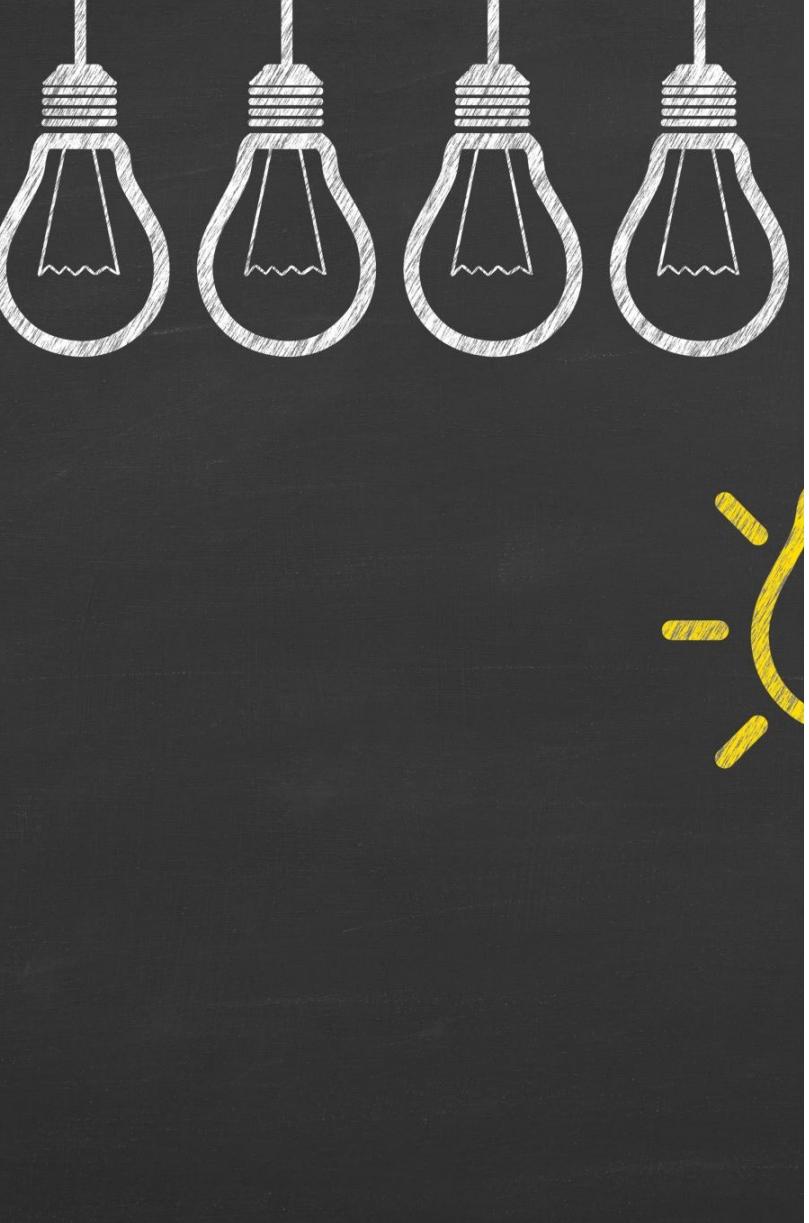
There are a number of steps involved in conducting contextual inquiry, including:

- **Identifying the users:** Who are the people who will be using the product or service?
- **Observing the users:** Spend time with users, observing their behaviour and talking to them about their needs and challenges.
- **Analysing the data:** Analyse the data you collected to identify the key insights.
- **Using the insights:** Use the insights to inform the design of the product or service.



Understanding User Needs

- Empathetic design is key! It allows designers to gain deep insights into user needs, challenges, and aspirations.
- To understand user needs within a social context, we employ various methods, including user interviews, focus groups, and surveys. These techniques help us create user-centric designs.



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The Role of Observation and Testing

- The role of Observation and Testing in understanding the social context and its impact on the product.
- Gathering more information through these processes leads to better improvements in design.



Cultural Awareness in Design

- Cultural sensitivity is crucial in design to avoid unintended cultural biases.
- We celebrate successful designs that embrace cultural diversity and inclusivity, such as those with culturally appropriate symbols and localized content.



Social Impact of Design

- Designs have both positive and negative impacts on society. Let's explore some of these impacts.
- We'll examine case studies of designs that significantly influenced society, for better or worse, to learn from their successes and challenges.



Design for Inclusivity

- Inclusive design ensures products or services are accessible to all users, irrespective of their abilities or backgrounds.
- Inspiring designs demonstrate inclusivity, making a positive impact on diverse user groups.



Ethical Considerations

- Ethical responsibility is paramount in design to avoid harm and promote societal well-being.
- We'll delve into the ethical implications of design decisions and explore strategies for designing ethically within a social context.

Designing for Sustainability

- Sustainable design plays a pivotal role in creating a better future for all.
- Discover how design can contribute to sustainability through eco-friendly materials, longer product lifespans, and waste reduction.





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Design Guidelines

- Incorporating social context into the design process requires practical guidelines.
- We'll provide actionable design guidelines that prioritize user needs, inclusivity, and ethical considerations.



Collaboration and Co-creation

- Collaboration is key to successful designs. Engaging stakeholders throughout the process yields invaluable insights.
- Learn from successful co-creation examples that demonstrate the power of collective creativity.



Leveraging Technology

- Technology can enhance design within a social context by analysing data and predicting trends.
- We'll explore how AI, machine learning, and virtual reality contribute to socially responsible design.





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Design Thinking Approach

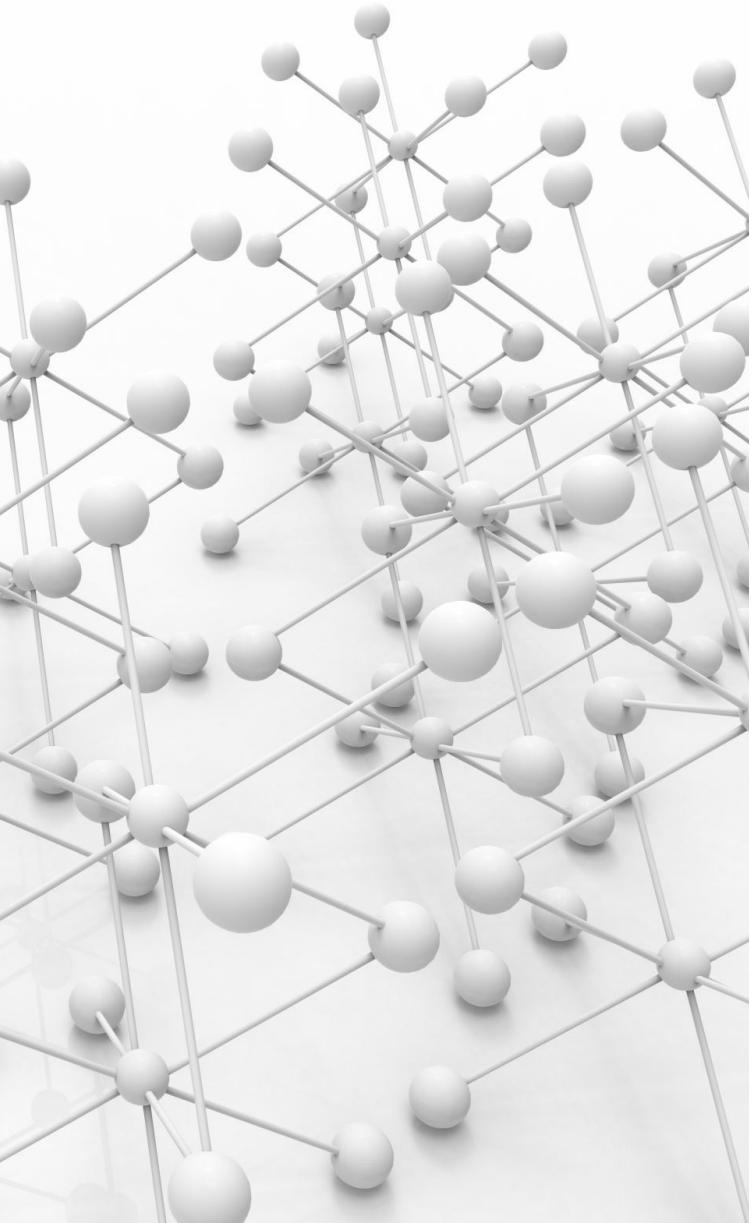
- The design thinking methodology offers a structured approach to incorporate social context into designs.
- Let's dive into each stage of the design thinking process and see how it aligns with designing for social context.



Challenges and Solutions

- Designing within a social context presents challenges that we can overcome with innovative solutions.
- We'll address common challenges and share strategies for navigating them effectively.



A 3D rendering of a complex network graph. It consists of numerous white spheres of varying sizes connected by thin, light gray lines. The spheres are distributed across the frame, with some forming tight clusters and others being more isolated. The overall effect is one of a dense, interconnected system, possibly representing social networks or data structures.

Future of Design and Social Context

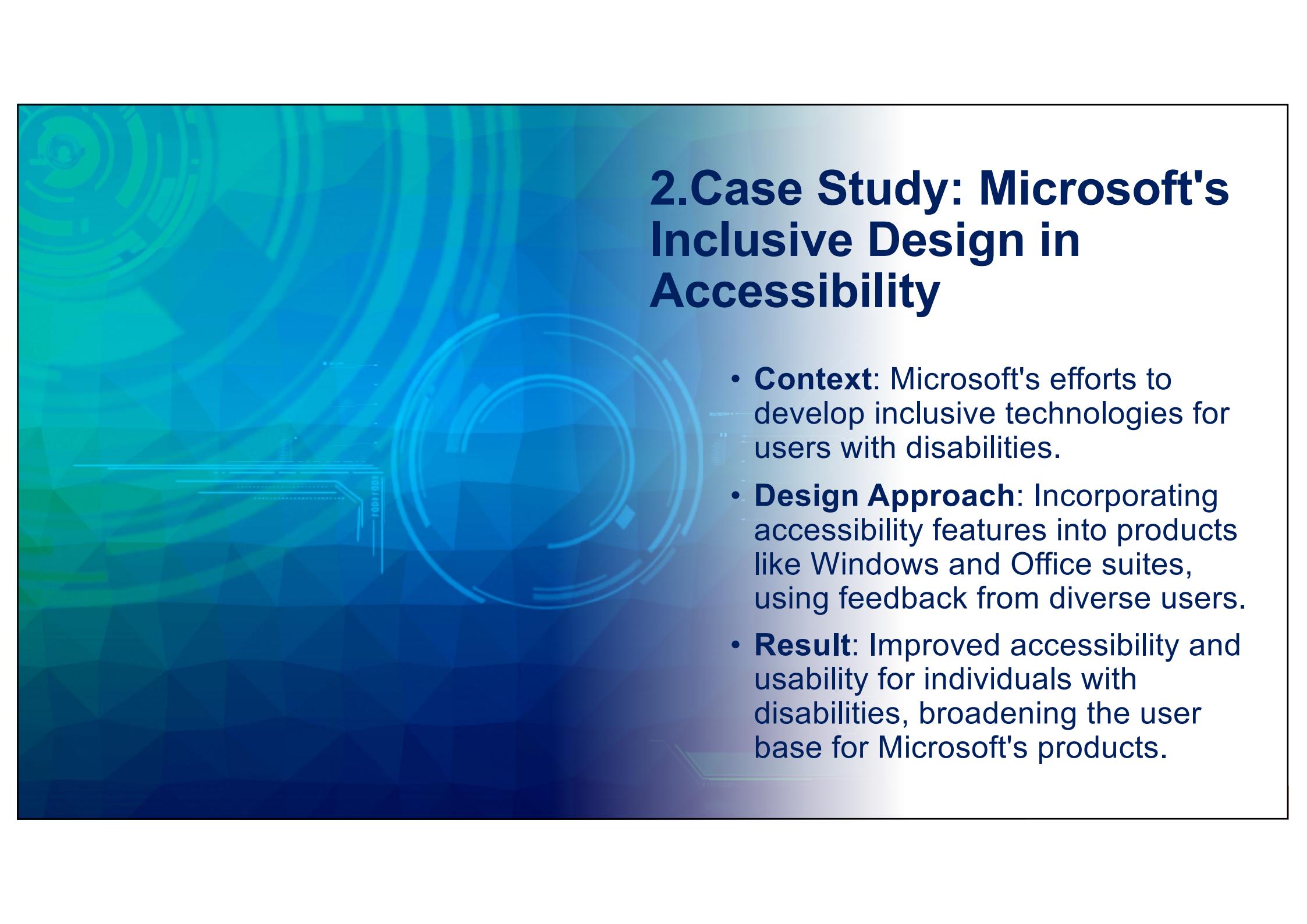
- The future of design is shaped by changing social norms and technological advancements.
- Discover potential trends and the importance of adaptability to create socially relevant designs in the future.

Real World Case Studies



1. Case Study: Uber's Localization Strategies

- **Context:** Uber's expansion into various global markets with diverse cultures and regulations.
- **Design Approach:** Customizing the app interface, payment options, and marketing strategies to align with local preferences and regulations.
- **Result:** Uber's successful market entry and growth in multiple countries, adapting to specific social and cultural contexts.



2. Case Study: Microsoft's Inclusive Design in Accessibility

- **Context:** Microsoft's efforts to develop inclusive technologies for users with disabilities.
- **Design Approach:** Incorporating accessibility features into products like Windows and Office suites, using feedback from diverse users.
- **Result:** Improved accessibility and usability for individuals with disabilities, broadening the user base for Microsoft's products.



3. Case Study: Google's Translation Services

- **Context:** Google's translation services aimed at breaking language barriers.
- **Design Approach:** Leveraging machine learning algorithms and crowdsourced data to provide accurate and contextually relevant translations.
- **Result:** Enhanced global communication, facilitating cross-cultural interactions, and enabling access to information in various languages.



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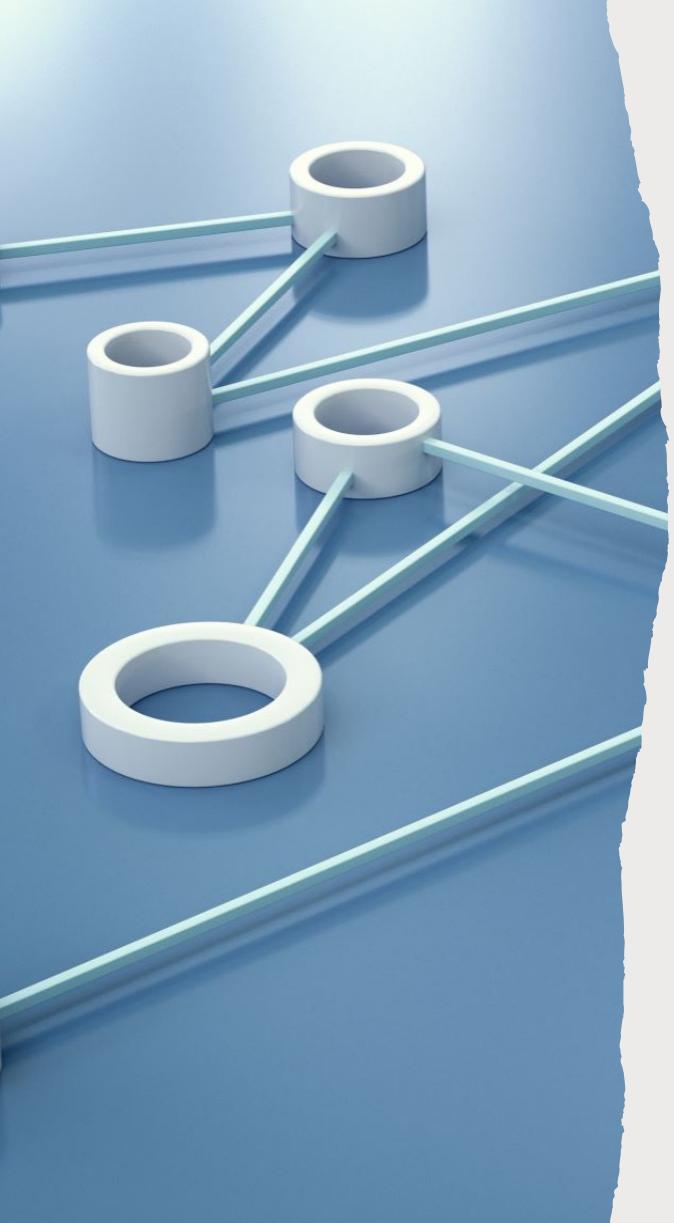
4. Case Study: Tesla's Sustainable Electric Vehicles

- **Context:** Tesla's vision to revolutionize the automotive industry with sustainable electric vehicles.
- **Design Approach:** Integrating cutting-edge battery technology, efficient electric drivetrains, and luxurious designs to appeal to eco-conscious consumers.
- **Result:** Tesla's success as a leading electric vehicle manufacturer, promoting sustainable transportation and influencing the entire automotive industry.



5. Case Study: Airbnb's Hyper-Local Marketing Strategy

- **Context:** Airbnb's efforts to connect with local communities and provide unique travel experiences.
- **Design Approach:** Tailoring marketing campaigns to highlight the authenticity and cultural richness of each location.
- **Result:** Increased user engagement and customer loyalty, fostering a sense of belonging among both hosts and guests.



6. Case Study: Apple's User-Centric Interface Design

- **Context:** Apple's commitment to creating intuitive and user-friendly interfaces across its products.
- **Design Approach:** Conducting extensive user research and iterative design processes to ensure simplicity and ease of use.
- **Result:** Apple's reputation for user-centric design, contributing to its loyal customer base and brand loyalty.

7. Case Study: IBM's Social Impact Initiatives

- **Context:** IBM's initiatives to leverage technology for social good and address global challenges.
- **Design Approach:** Collaborating with NGOs and governments to develop innovative solutions using AI and data analytics.
- **Result:** Positive social impact through projects like disaster response systems, healthcare solutions, and resource optimization.



8. Case Study: Facebook's Content Moderation Strategies

- **Context:** Facebook's challenges in moderating content to combat misinformation, hate speech, and harmful content.
- **Design Approach:** Utilizing AI algorithms, machine learning, and human moderators to strike a balance between freedom of expression and user safety.
- **Result:** Ongoing efforts to create a safer online environment and uphold community guidelines.





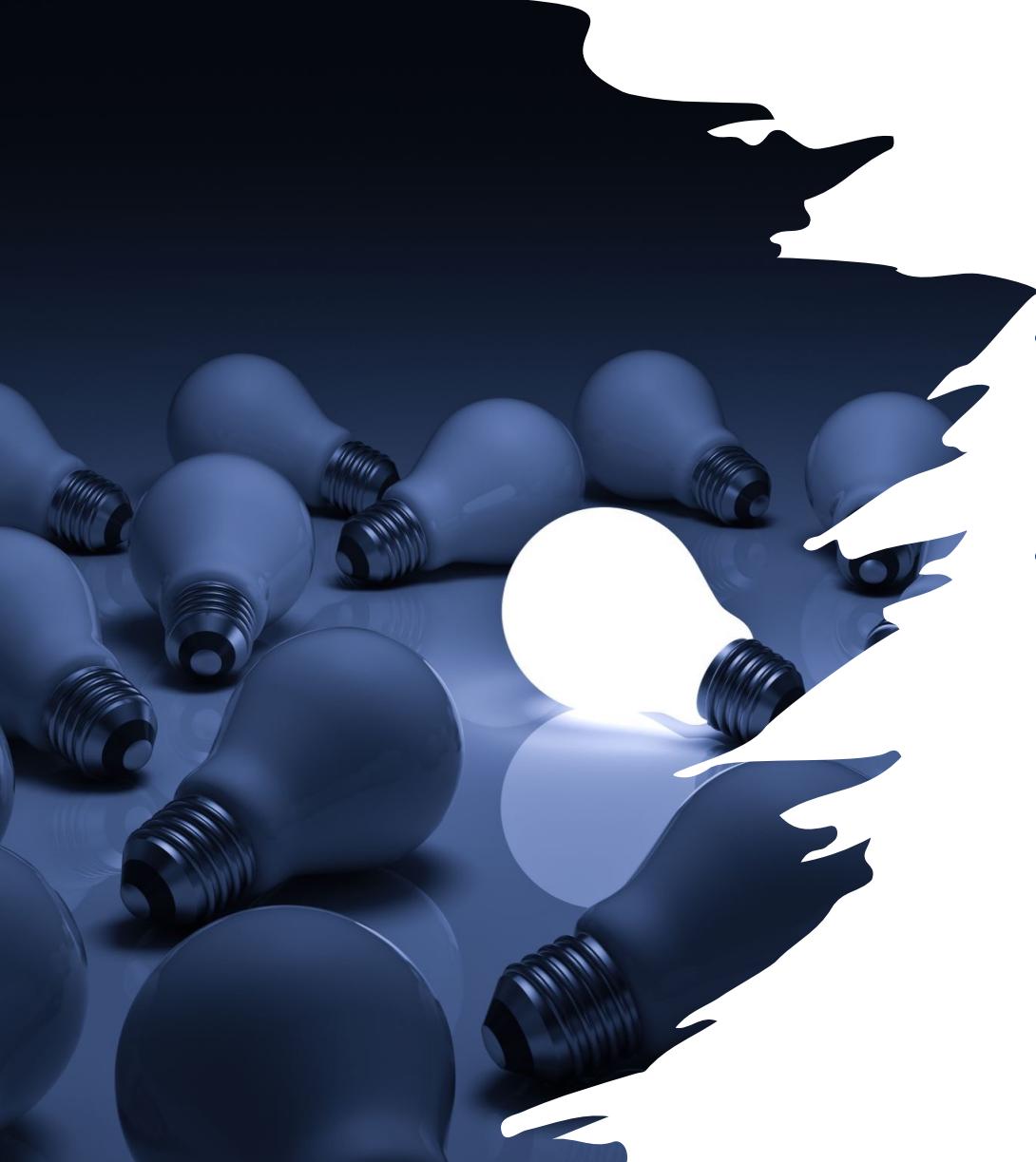
9. Case Study: Amazon's Supply Chain Optimization

- **Context:** Amazon's continuous improvement in supply chain management to meet customer expectations efficiently.
- **Design Approach:** Leveraging AI-driven algorithms for demand forecasting, inventory management, and logistics optimization.
- **Result:** Streamlined operations, faster deliveries, and enhanced customer satisfaction.



10. Case Study: Twitter's Real-Time Trends

- **Context:** Twitter's implementation of real-time trending topics to keep users informed about global events.
- **Design Approach:** Developing algorithms to detect relevant trends, eliminating fake news, and promoting diverse perspectives.
- **Result:** Improved user experience, enabling users to stay updated on the latest news and participate in discussions.



Conclusion

- In summary, designing within a social context is crucial for creating impactful and meaningful designs.
- Let's continue to embrace social consciousness in our design process to shape a better world through design.

Q&A



Thanks for your attention!

