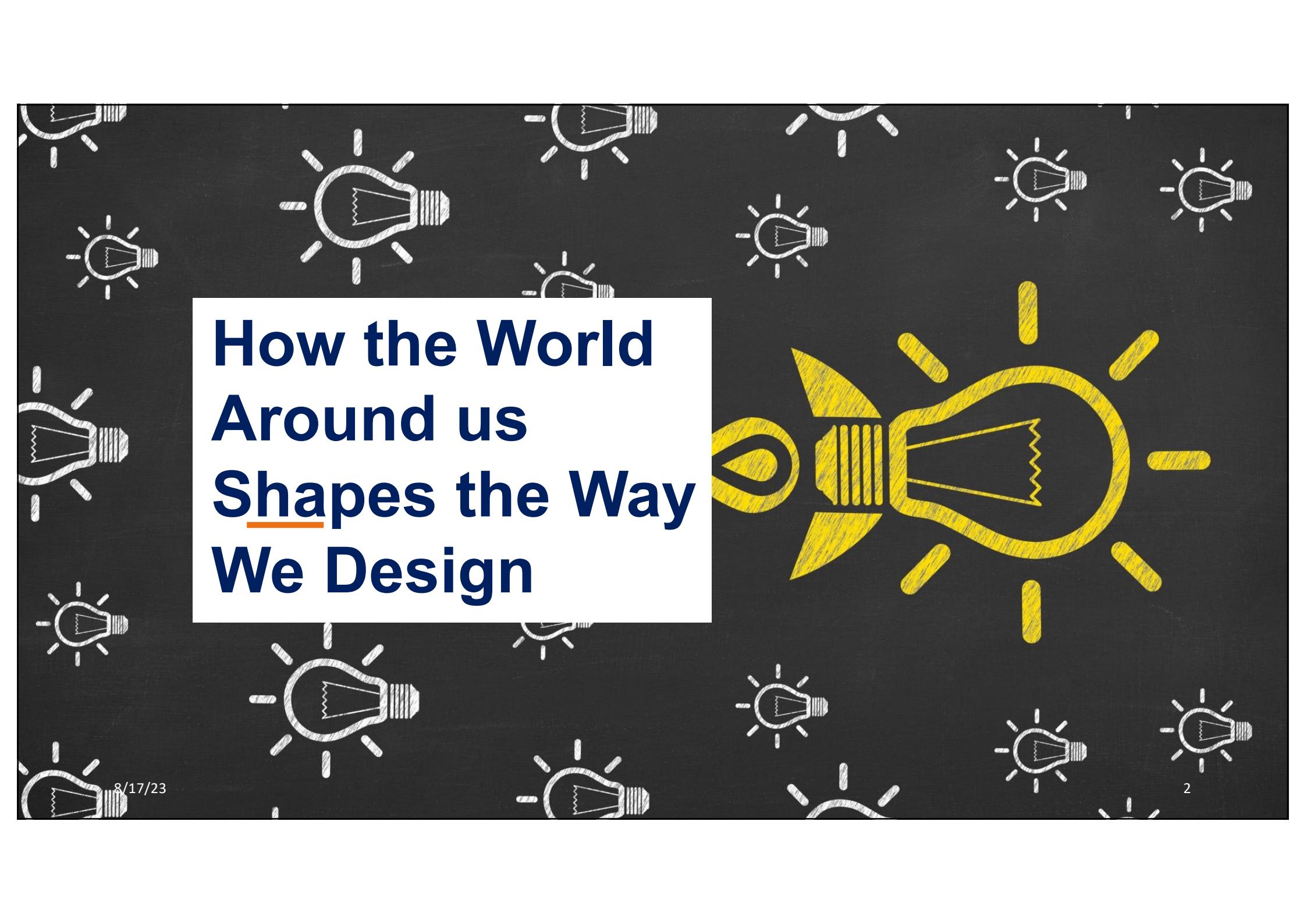




TORRENS  
UNIVERSITY  
AUSTRALIA

# HCD402

## Module 11: Societal Influences on HCD



# How the World Around us Shapes the Way We Design

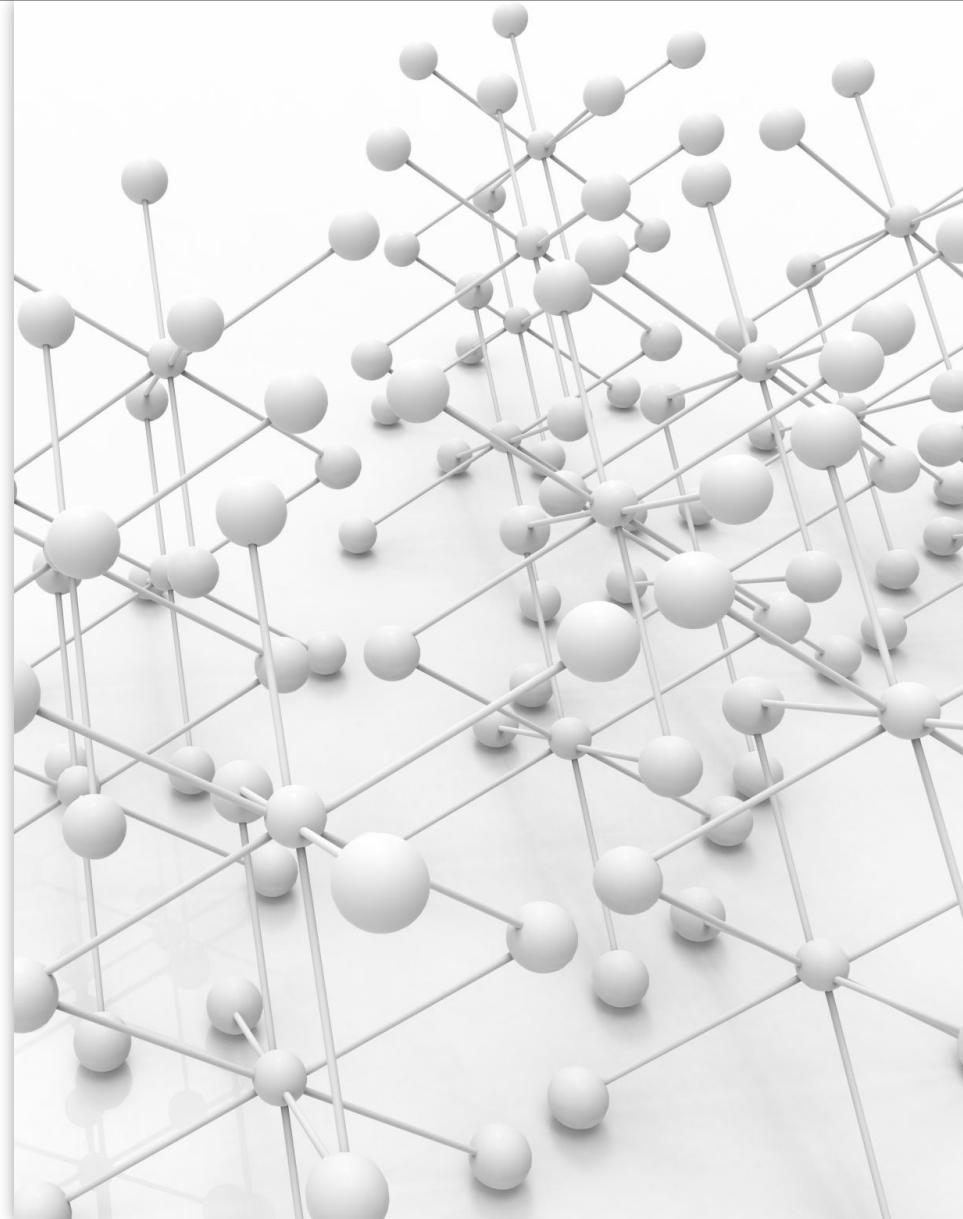
# Agenda

- Introduction
- Understanding Human-Centered Design (HCD)
- Societal Factors Impacting HCD
- Socio-Cultural Norms and Values
- Economic Conditions and Disparities
- Technological Advancements
- Environmental Concerns
- Core Contributor 1: Widespread Normalization
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- Society's Implicit Influence on Design
- Societal Variations in Design
- Navigating Design within Societal Influences
- Case Studies: Societal Impact on Design
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# Introduction

- In this module, we will explore how societal factors shape and influence the practice of Human-Centered Design (HCD), and how designers can navigate these influences to create more impactful and empathetic solutions.
- Human-centered design (HCD) is a design approach that puts the needs and wants of the people who will use a product or service at the centre of the design process.
- HCD is increasingly being used to solve social problems, such as poverty, inequality, and climate change.
- The societal influences on HCD are the factors that shape the way we design for social impact.



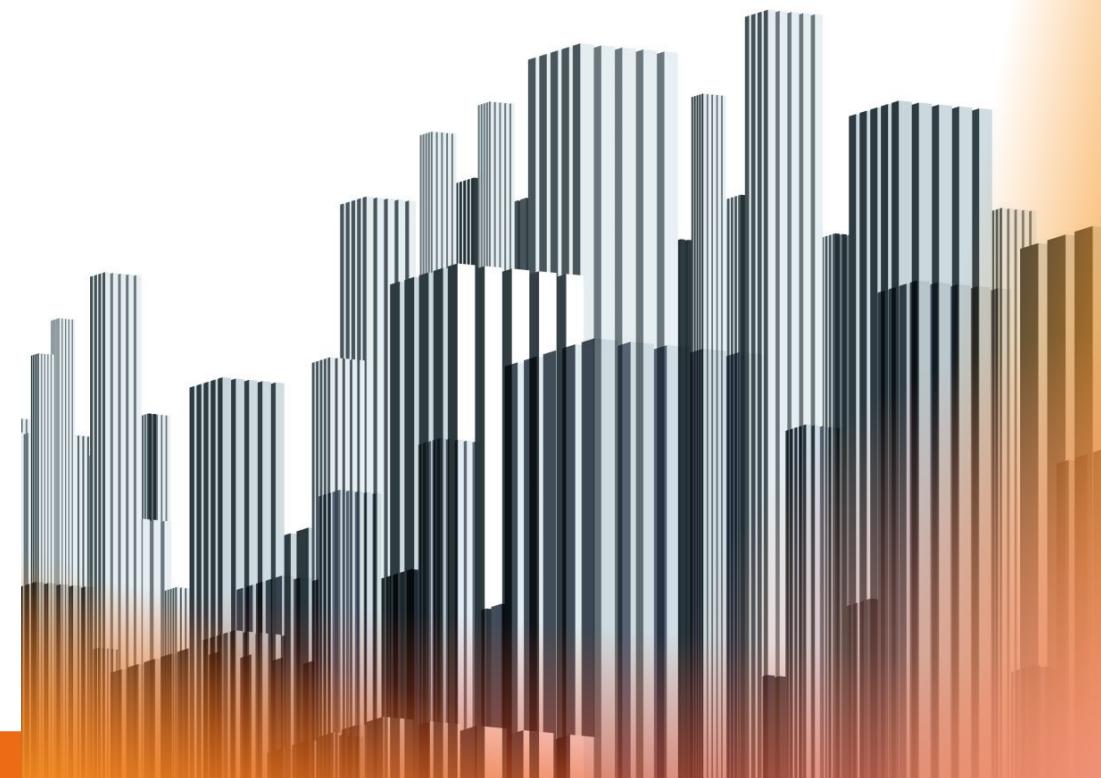
# Understanding Human-Centred Design (HCD)

- **Definition and key principles of HCD:** Human-Centred Design is an iterative approach to problem-solving that involves understanding and addressing the needs, desires, and behaviours of users. It emphasizes empathy, collaboration, and continuous improvement.
- **Importance of HCD in creating user-centric solutions:** HCD leads to products and services that resonate with users, enhance user experiences, and drive innovation.
- **Role of empathy, iteration, and collaboration in HCD:** Empathy allows designers to deeply understand user perspectives, iteration enables refinement, and collaboration ensures diverse insights are incorporated.



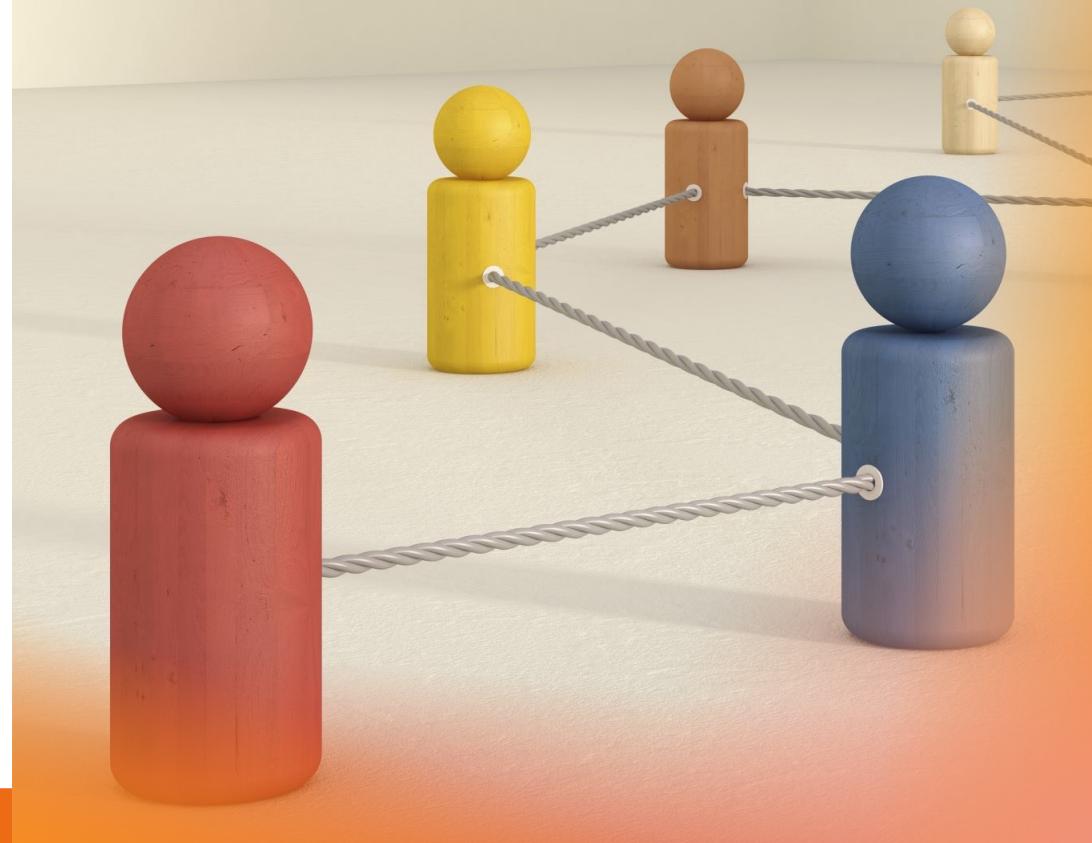
# Products as Reflections of Society

- Products reflect and are inspired by the society we exist in.
- Society as a deeper and more human perspective compared to context.
- Societal influences vs. contextual influences in design.
- Understanding societal influences is crucial for Human-Centred Design (HCD).



# The Role of Society in Design

- Society reflects current tendencies and desires.
- How societal influences extend beyond context.
- Society's impact on HCD and its components.
- Design changes based on societal situations.



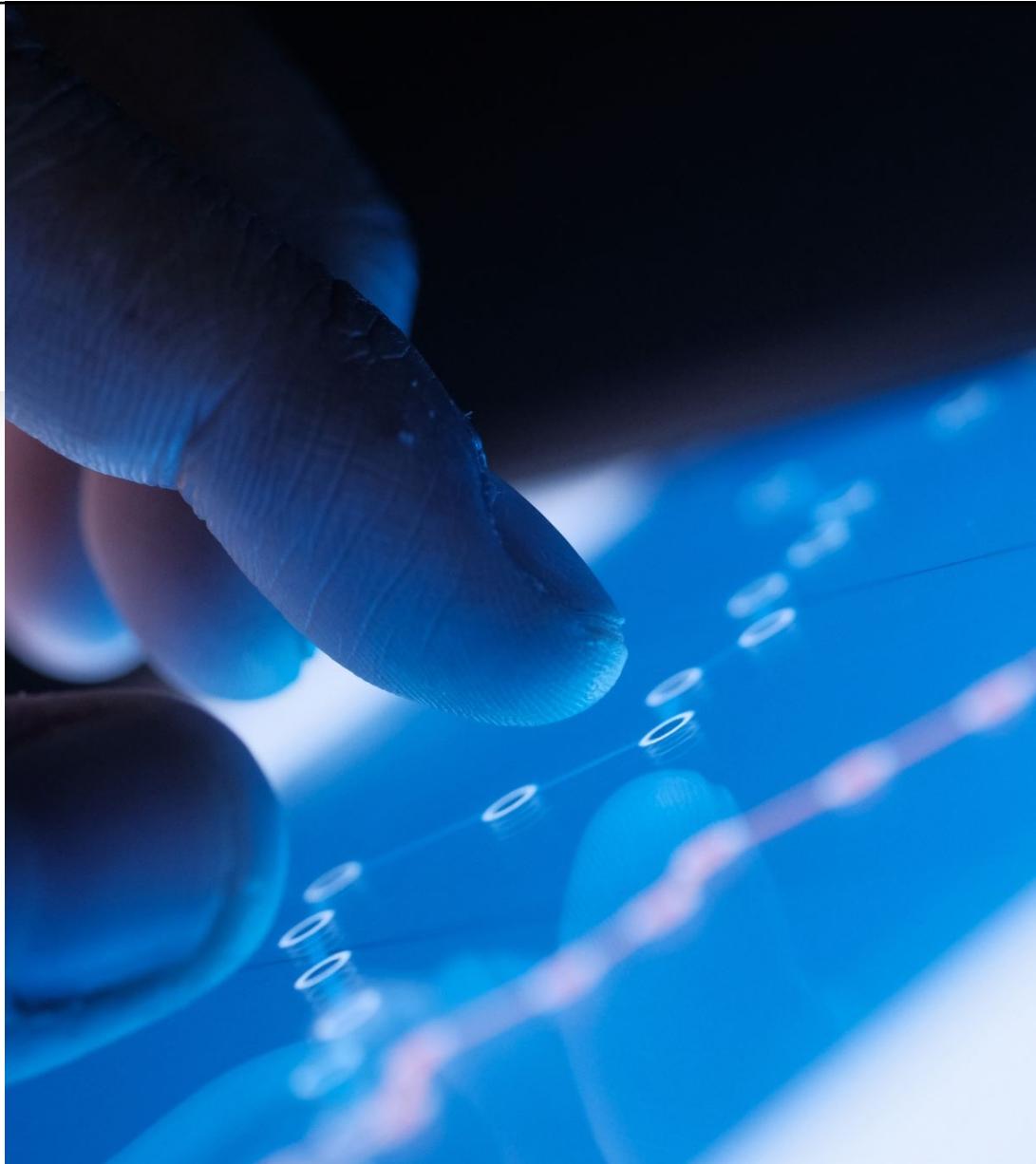
# Core Contributor 1 - Widespread Normalization

- How widespread normalization affects usage and design.
- Recent design trend as an example.
- Modifying societal attitudes leading to industry-wide design changes.
- Impact of societal acceptance on design conventions.



# How Widespread Normalization Helps With a Change in Usage or Design Conventions

- Normalization is the process of making something more common or accepted.
- When a design trend becomes normalized, it can lead to changes in the way that products and services are designed.
- For example, the rise of smartphones has led to a normalization of touch-based interfaces.
- This has had a ripple effect on the design of other products, such as ATM machines and self-checkout kiosks.
- As a result, designers need to be aware of the potential impact of normalization when they are designing new products and services.

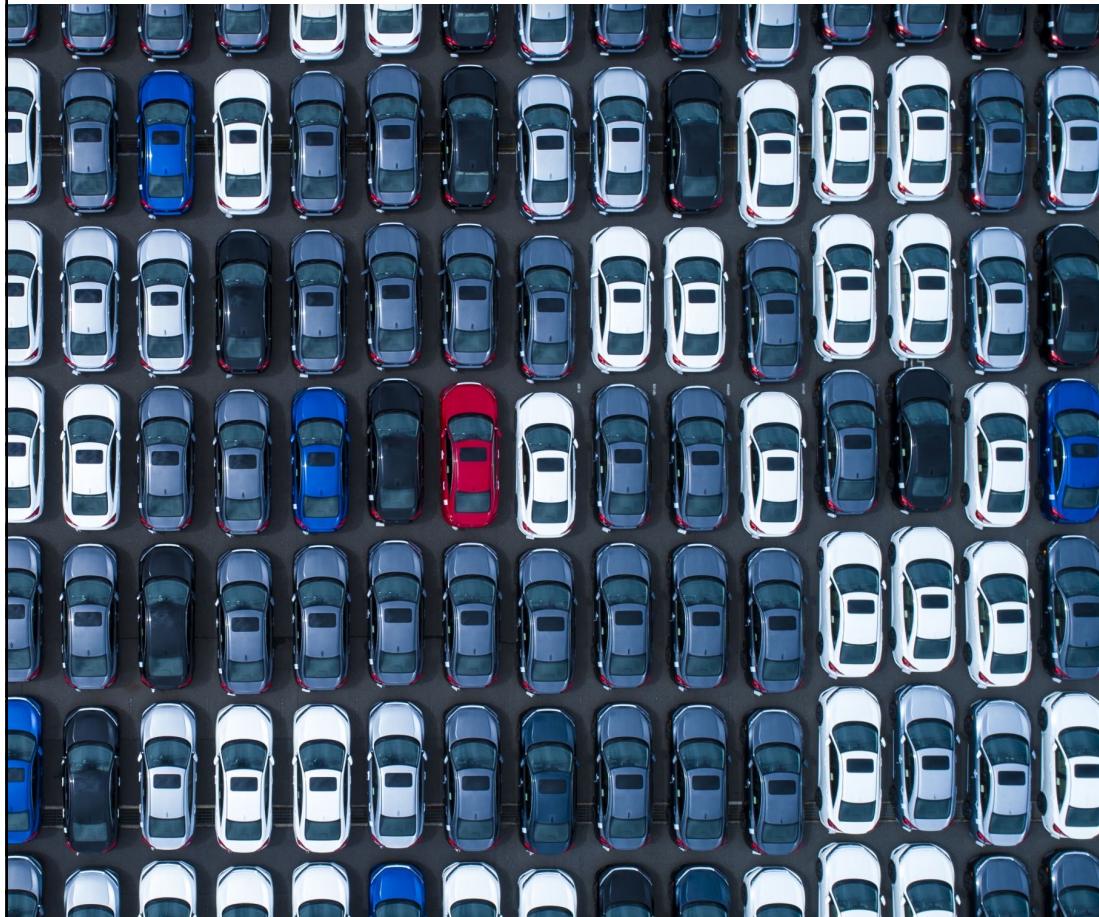




## Core Contributor 2 - Modifying Societal Attitudes

- Changing societal attitudes toward existing systems.
- Designing for systems losing popularity.
- Potential pitfalls of adhering too closely to existing conventions.
- Missing societal attitudes and its consequences.

# How Modifying Societal Attitudes to an Existing System's Decrease in Popularity



- Societal attitudes can also influence the popularity of a product or service.
- For example, the rise of environmental awareness has led to a decrease in the popularity of gas-powered cars.
- This has led car manufacturers to design more fuel-efficient and electric cars.
- Designers need to be aware of the potential impact of societal attitudes when they are designing new products and services.

# Key Societal Influences

- The needs and wants of the people we are designing for
- The social context in which the product or service will be used
- The cultural norms and values of the target audience
- The technological capabilities available
- The economic constraints
- The political climate





# Example: Designing for Sustainable Transportation

- One example of how societal influences can shape HCD is in the design of sustainable transportation solutions.
- The needs and wants of the people who will use the transportation system will vary depending on their location, income, and lifestyle.
- The social context will also play a role, such as the availability of public transportation, the prevalence of car ownership, and the environmental concerns of the community.
- The technological capabilities available will also influence the design, such as the availability of electric vehicles and self-driving cars.
- The economic constraints will also need to be considered, such as the cost of infrastructure and the willingness of people to pay for sustainable transportation options.
- The political climate will also play a role, such as the support for policies that promote sustainable transportation.

# Societal Factors Impacting HCD

- **Socio-cultural norms and values:** Cultural backgrounds shape users' expectations, preferences, and interactions with products. Design must be culturally sensitive to resonate with diverse audiences.
- **Economic conditions and disparities:** Socio-economic factors influence access to technology and resources, impacting the design of inclusive and affordable solutions.
- **Technological advancements:** Rapid technological changes require designers to adapt and integrate emerging technologies, considering implications on user experiences and societal impacts.
- **Environmental concerns:** Growing environmental consciousness necessitates sustainable design practices that minimize waste, promote reusability, and reduce environmental footprints.



# Socio-Cultural Norms and Values

- **Impact of cultural beliefs on design choices:** Case studies illustrating how cultural norms affect design decisions, such as colour choices, symbols, and user interactions.
- **Examples of global and local perspectives influencing design:** Showcasing designs influenced by cultural diversity, local aesthetics, and cultural inclusivity.



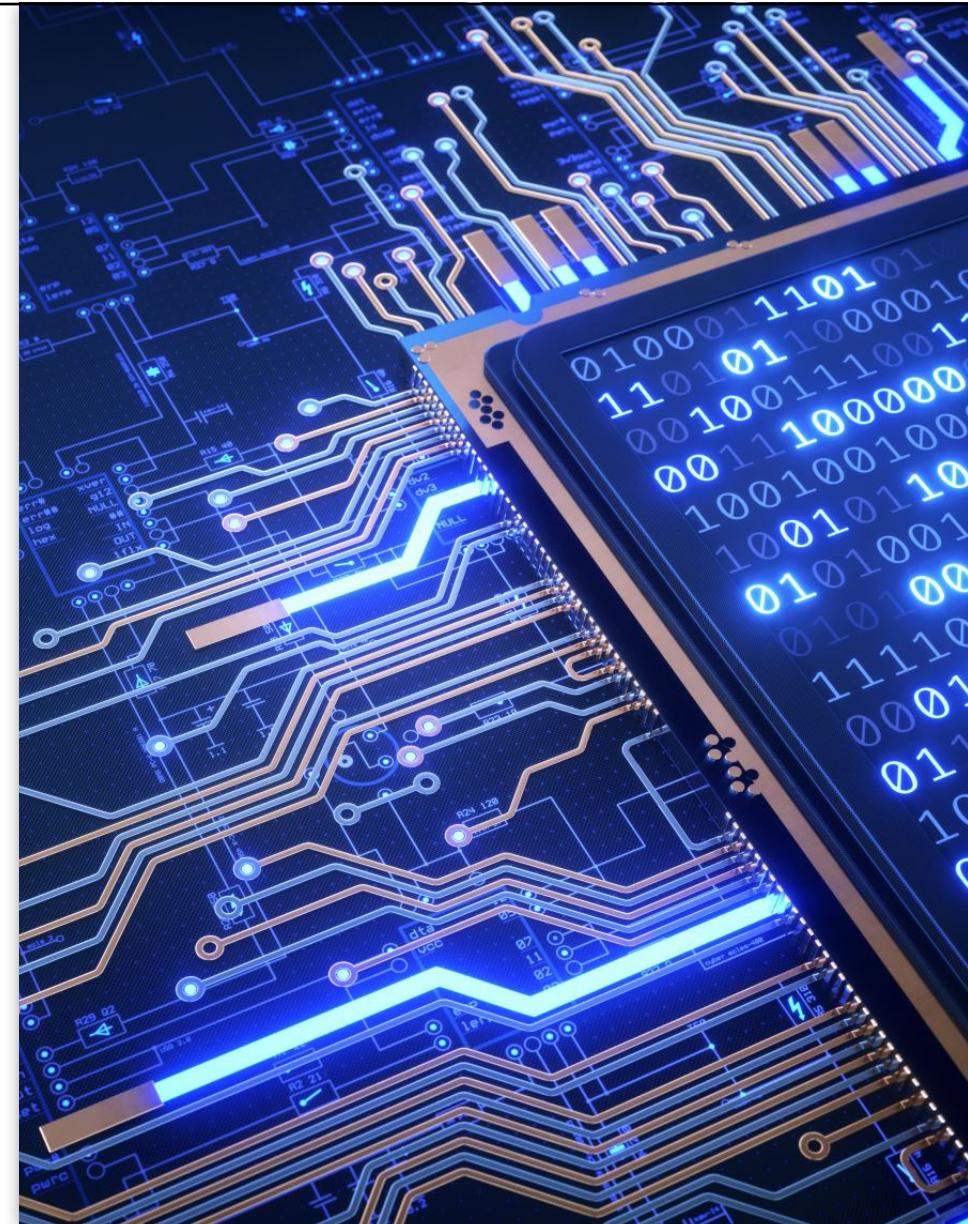
# Economic Conditions and Disparities

- **Accessibility and affordability considerations:** Designing products and services that cater to users across income levels, ensuring inclusivity and equitable access.
- **Designing for different socio-economic groups:** Examples of products/services tailored for diverse economic contexts, highlighting their impact.



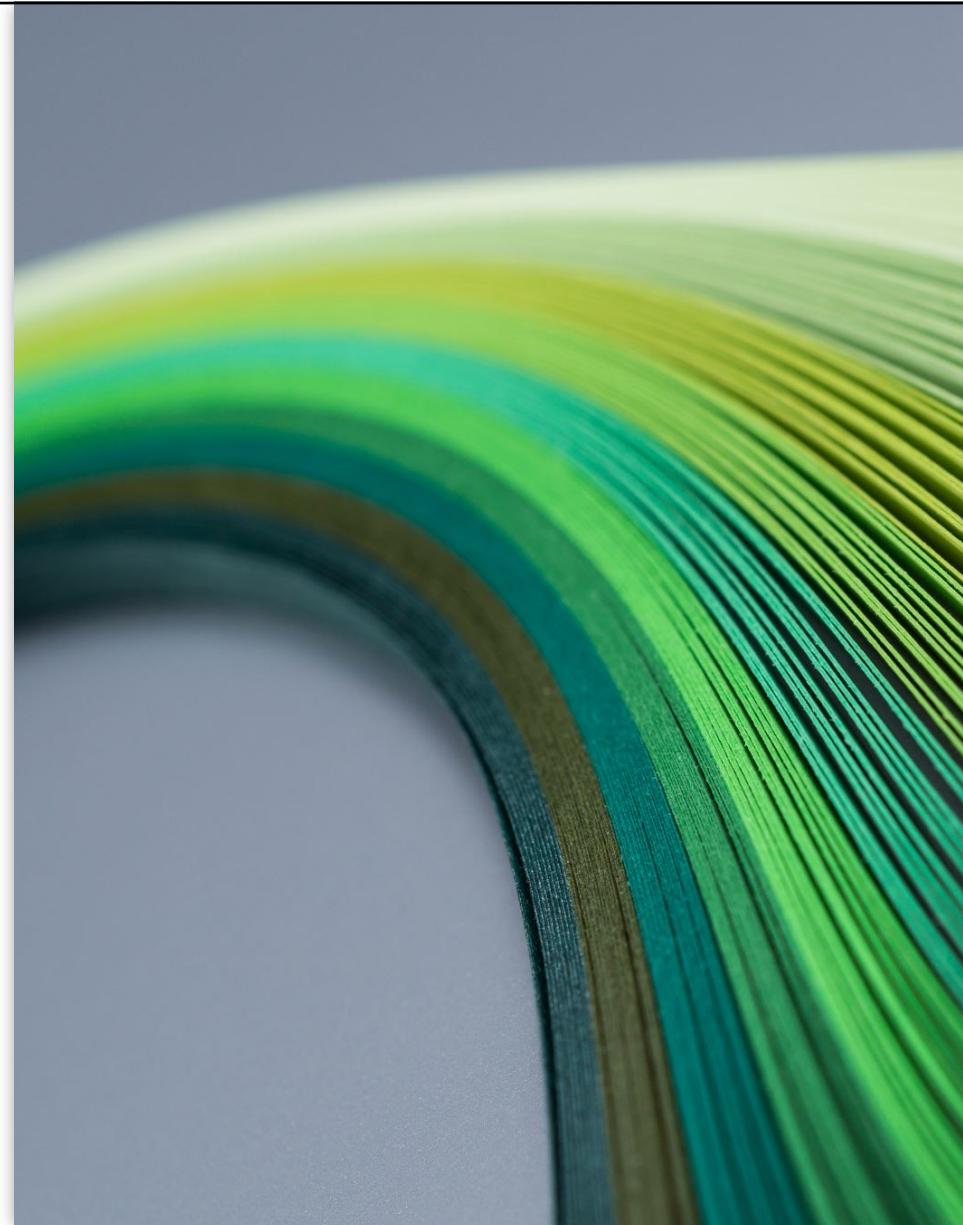
# Technological Advancements

- **Integration of new technologies in HCD:** Discussing the incorporation of AI, IoT, and other technologies in design, and the challenges of ensuring user-friendliness.
- **Addressing digital divides and inclusivity:** Strategies for designing with a focus on accessibility, bridging the digital divide, and considering users with varying technology literacy.



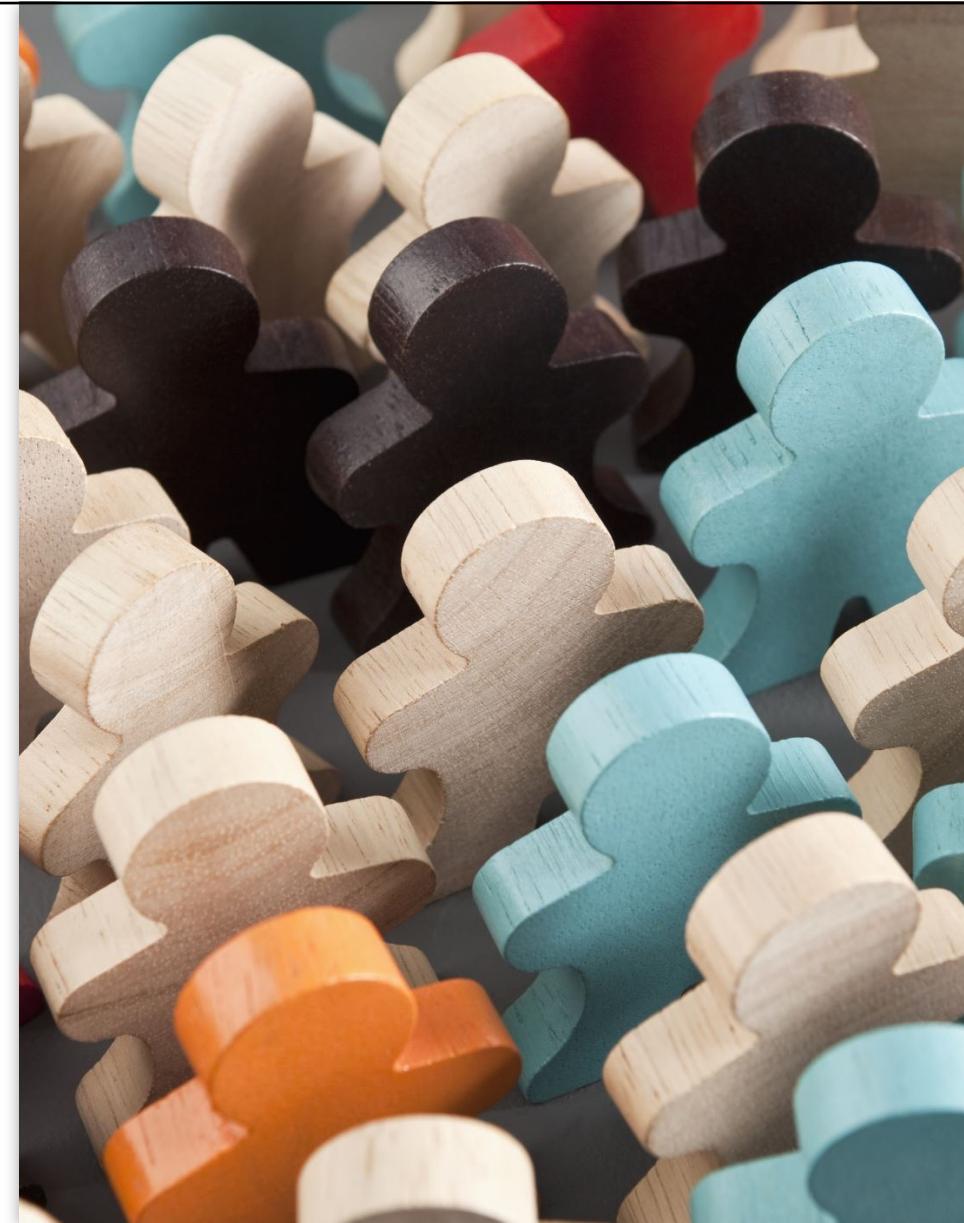
# Environmental Concerns

- **Sustainable design practices:** Exploring eco-friendly materials, energy-efficient designs, and circular economy principles in creating environmentally conscious solutions.
- **Reducing carbon footprint through HCD:** Examples of how design choices can contribute to reducing the carbon footprint of products and services.



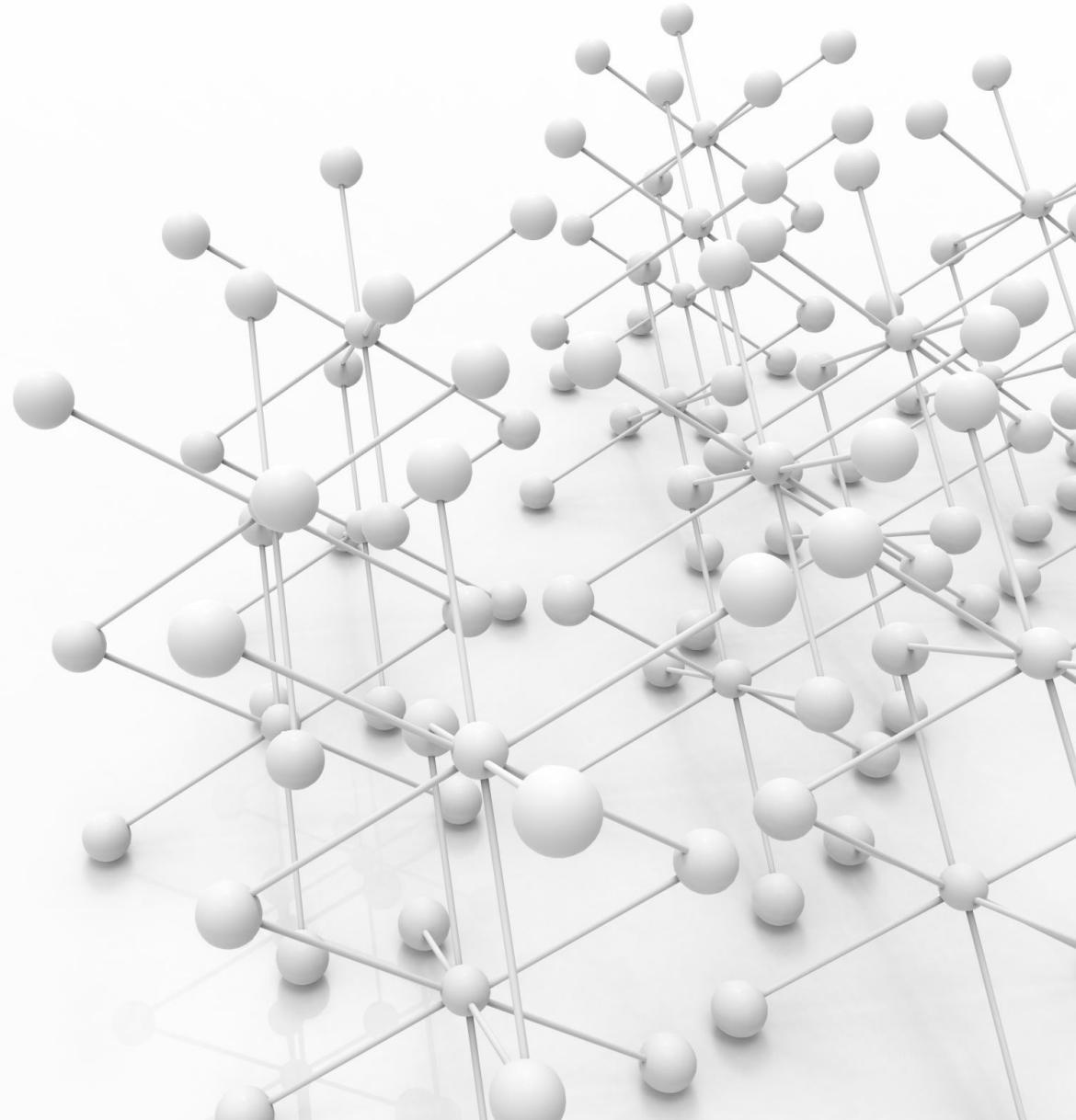
# User-Centric Approach in Diverse Communities

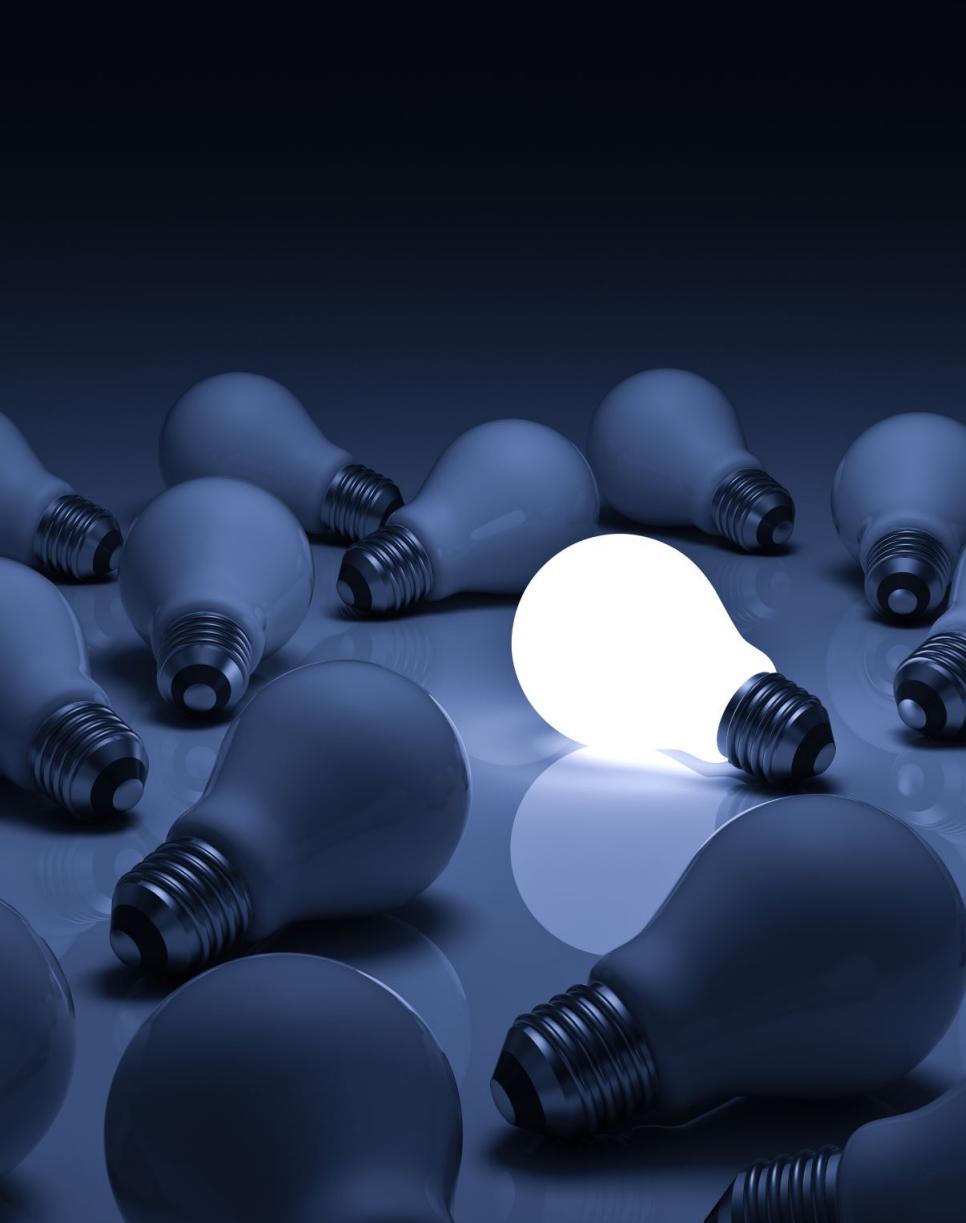
- **Tailoring solutions for diverse user groups:** Discussing the importance of understanding unique user needs and providing examples of designs that cater to specific communities.
- **Inclusivity in design for people with disabilities:** Showcasing designs that prioritize accessibility and cater to individuals with disabilities, promoting inclusivity.



# Collaboration and Co-Creation

- **Importance of involving stakeholders in design process:** Discussing how collaboration with users, experts, and community members enhances the relevance and impact of design solutions.
- **Cross-disciplinary collaboration for holistic solutions:** Examples of successful collaborations across fields like psychology, anthropology, and technology to create well-rounded designs.





# Ethical and Social Responsibility

- **Designing ethically responsible products/services:** Addressing potential ethical dilemmas in design, such as data privacy, bias, and unintended consequences.
- **Minimizing potential harm and unintended consequences:** Highlighting the responsibility of designers to anticipate and mitigate negative societal impacts.

# Society's Implicit Influence on Design

- How society implicitly directs design through expectations.
- Exploring various societies and their unique influences.
- Comparing different societal impacts on design choices.
- Recognizing the role of society in shaping design preferences.





# Societal Variations in Design

- Societies modifying perspectives on design.
- How differing societies influence design approaches.
- Comparing societies as diverse contexts for design.
- Unveiling the dynamic relationship between society and design.



# Navigating Design within Societal Influences

- Integrating societal awareness into design practices.
- Balancing innovation and societal expectations.
- Implications of societal influences on user experiences.
- Crafting designs that resonate with diverse societal needs.

# Leveraging Societal Insights for Design Success

- How designers can leverage societal insights.
  - Aligning design strategies with changing societal attitudes.
  - Driving meaningful change through user-centric design.
  - Embracing societal diversity for enhanced design outcomes.





# Future Trends and Challenges

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- Anticipated societal shifts influencing HCD: Discussing emerging trends like remote work, AI ethics, and sustainable lifestyles, and their implications for HCD.
- Ethical challenges in a rapidly changing world: Addressing evolving ethical concerns and the need for adaptable design frameworks.

# Real World Case Studies

# 1. Case Study: Apple's Cultural Adaptation

- Apple's iPhone features regional adaptations based on cultural preferences.
- Custom keyboards, languages, and localized interfaces cater to diverse societies.
- Demonstrates how societal norms influence user interactions and experiences.



## 2. Case Study: IKEA's Sustainable Design

- IKEA's shift towards sustainable materials and modular design.
- Responds to growing societal awareness of environmental concerns.
- Showcases how societal values drive design decisions for sustainability.



### 3. Case Study: Airbnb's Inclusive Design

- Airbnb's efforts to ensure inclusivity for different user groups.
- Accommodations for travellers with disabilities reflect changing societal attitudes.
- Highlights the importance of societal shifts in shaping accessible design.



## 4. Case Study: Uber's Localization Strategies

- Uber's design adaptations for various countries and regions.
- Addressing societal preferences, payment methods, and regulations.
- Demonstrates how societal nuances influence service design.



## 5. Case Study: Nike's Social Responsibility

- Nike's adoption of sustainable and ethical practices in response to societal demands.
- Focus on transparency, fair labour, and environmental impact.
- Shows how societal pressure drives ethical design choices.



## 6. Case Study: Google's Multilingual Voice Assistants

- Google Assistant's ability to understand and respond in multiple languages.
- Reflects the diversity of users and societal need for linguistic inclusivity.
- Illustrates how societal linguistic influences shape technology design.





## 7. Case Study: Procter & Gamble's Inclusive Packaging

- P&G's efforts to make packaging more accessible for individuals with limited dexterity.
- Addresses societal call for inclusivity and usability for all consumers.
- Highlights how societal concerns prompt design adjustments.

## 8. Case Study: Electric Vehicles and Changing Urban Landscapes

- Designing electric vehicles to align with societal push for eco-friendly transportation.
- Charging infrastructure and city planning adapt to accommodate EVs.
- Exemplifies how societal trends shape urban and transportation design.



# 9. Case Study: Healthcare Tech for Aging Populations

- Designing medical devices and apps for elderly users.
- Reflects aging demographics and societal need for user-friendly healthcare tech.
- Shows how societal shifts influence design for specific user groups.





# 10. Case Study: Facebook's Privacy and User Data

- Facebook's design changes in response to increased privacy concerns.
- Societal demands for data protection driving interface updates.
- Demonstrates how societal attitudes towards privacy shape digital design.

# Conclusion

- The societal influences on HCD are complex and ever-changing.
- HCD is a powerful tool for social change, and it can be used to create a more just and sustainable world.
- Call to action for responsible and empathetic design: Encouraging designers to embrace diverse perspectives, ethical considerations, and sustainable practices.
- Importance of understanding societal influences on HCD.
- Encouraging designers to consider the broader societal context.
- Emphasizing the role of designers as agents of positive change.
- By understanding these influences, designers can create products and services that are more effective, equitable, and sustainable.
- Each case study highlights the intersection between design decisions and societal influences, showcasing how Human-Centered Design is moulded by the broader societal context.



# Q&A

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# Thanks for your attention!

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