DESIGN FOR DIVERSITY

a glocalised process for socio-cultural respect and identity

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BACKGROUND AND PURPOSE

- Examine design for diversity as a highly glocalised process
- To understand how to ‘think local act global’ informs the design process with respect to the socio-cultural identity of users.
- Design for diversity - glocalisation, socio-cultural issues, globalisation and context as vital elements in design for diversity as a glocalised process.
- Design – as a the term commonly used to describe the invention, planning and realisation of both tangible and intangible products and services.
DESIGN FOR DIVERSITY

- It is about the creation of concepts or artifact that are in synchronisation with the social diversity of the intended community.

- Social diversity - encompasses the acceptance and respect, understanding that each individual is unique, and recognising and accepting our individual differences.

- It is an exploration of these differences in a safe, positive, and nurturing environment meeting the needs of users within a specified context.

- Also, it calls for sensitivity of the context and an empathic user insight, which act as a catalyst for focusing people’s attention on public empire.
APPROACH

- Constructivist philosophical viewpoints
- Phenomenology
- Observations
- Our personal experiences as designers
- Design for diversity
- Practical cases (symbiotic relationship)
DISCUSSION

- **Context:** is a word frequently applied in the design processes, with intent to bring out a well-orchestrated product or service which perfectly fits the intended community, a process that uncover the behaviours of the society.

- **Structure:** lays the foundation required in the creation of synergy between form and function during the design process.

- **Interpretation:** is a particular way of explaining or understanding something; it provides an *explanation* of the *meaning* of something.

- **Common ground:** users behaviours, *situational context*, *linguistic* and *social contexts* and their interpretations.
CONTEXT- DYNAMICS

Social context: is viewed as the immediate physical and social setting in which people live or in which something happens or develops.

Linguistic context: is a discourse that surrounds a language unit and helps to determine its interpretation.

Situational context: is the local knowledge within someone's work space (Caputo, 2011).
LOCAL VRS GLOBAL

Think *local* act *global* (Fisher, 2007), enables us to understand that *design for diversity* is a highly glocalised process.

*Globalisation* is a reflexive process that weaves the world into a single place through increased interaction between different orders of life.

*Localisation* is a process of adapting a *product or service* to a particular language, culture and desired local “look and feel”.
GLOCALISATION

- Glocalisation was a result of merging ‘globalisation’ and ‘localisation’ - Roland Robertson in 1992.

- A process that involves blending, mixing, adapting of two or more processes one of which must be local (Khondker, 2004).

- Often interpreted as ‘think globally and act locally’ (Sucháček, 2011), it is a hybrid in between strategy that embraces elements of global culture and integrates them, to a greater or lesser degree into local culture (Alden, Steenkamp & Batra, 2006).
CASE EXAMPLE

Examples of glocalised concept

M-Pesa an innovative way of making payments through mobile money in Kenya
CONCLUSION

- *Think local, act global* enables designers to conceive ideas or issue in *local context* with appreciation of global appeals. This would not only improve a product visibility but creation of unique and all embracing products that respect social cultural identity.

- The concept of design for diversity considers *local perspective* in developing goods and services which increases user value within the global arena.

- Design for diversity resonates with the idea of *Universal Design*.

- Universal Design enables individuals to use goods and services tailored towards the greatest number of individual needs as possible in an economical and inclusive manner.

- However, factors such as *situational, linguistic* and *social context* are key considerations during the design process to achieve user empathy.
THANK YOU

Think *local*

act *global*
Questions

THINK GLOBALLY, ACT LOCALLY, PANIC INTERNALLY
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