



the Learning Network on
Sustainable energy systems

DESIGN FOR DIVERSITY

a glocalised process for socio-cultural respect and identity

Patrick Sserunjogi | Makerere University, Uganda, Kampala | E-mail
address: ptsseru@gmail.com

Corresponding author*

Ralitsa Diana Debrah* | Cape Peninsula University of Technology (CPUT),
South Africa, Cape Town | E-mail address: rddebrah.art@knust.edu.gh /
ralibebe@gmail.com

Mugendi K. M'Rithaa | Cape Peninsula University of Technology (CPUT),
South Africa, Cape Town | E-mail address: MugendiM@cput.ac.za



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).



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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

- ❑ Globalisation 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



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.

.. I THINK GLOBALLY
BUT I DRINK LOCALLY !

THANK YOU

Think *local*

act *global*



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THINK GLOBALLY,
ACT LOCALLY,
PANIC INTERNALLY

Questions

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GLASBERGEN

CONTACT

ptsseru@gmail.com

rddebrah.art@knust.edu.gh

MugendiM@cput.ac.za