

Familial-based design in communities

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Challenges

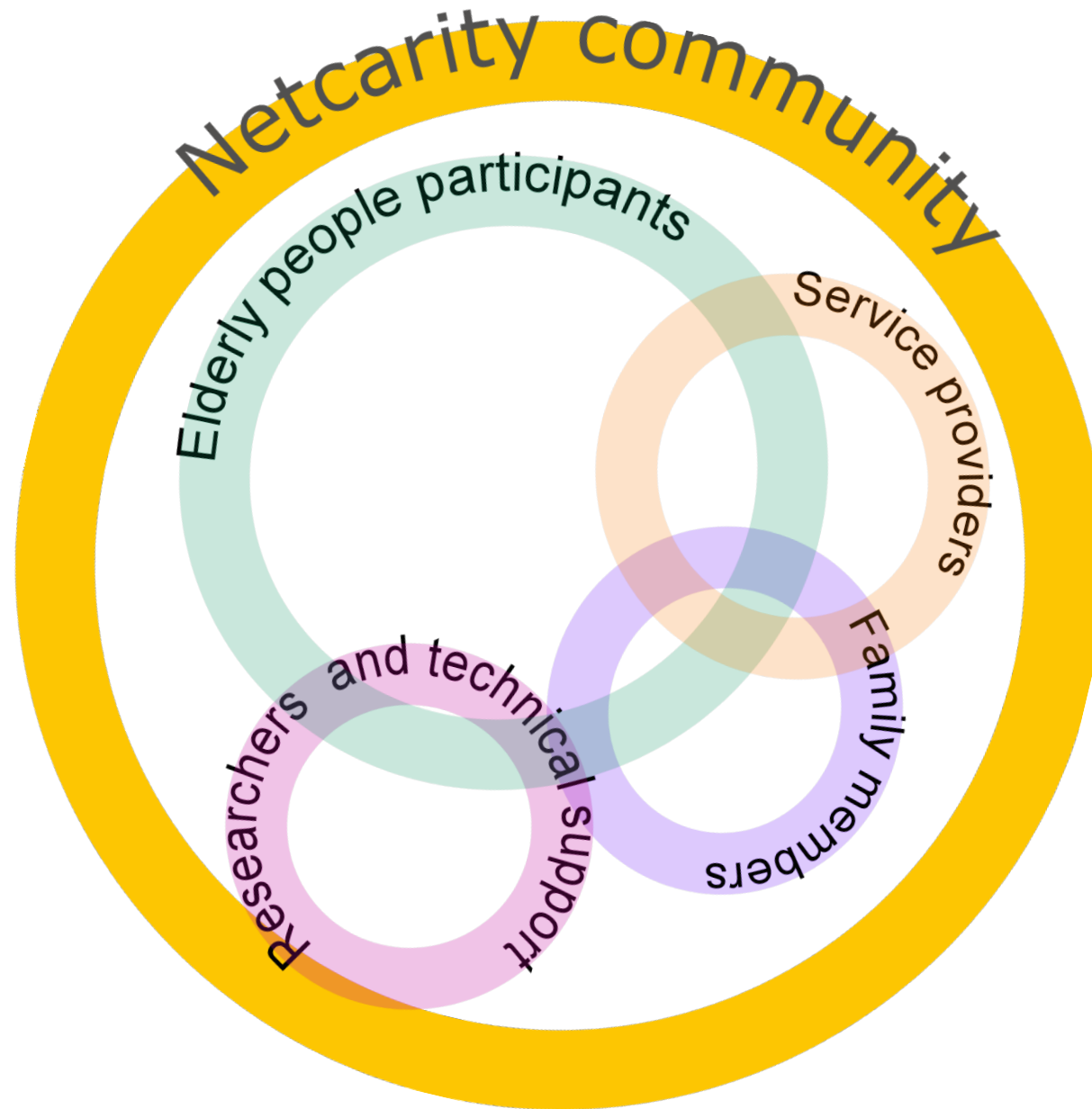
- Beyond mere technological innovation towards **Social Innovation**
 - Not only growth and competitiveness but also **social return**
 - Identify and respond to **social an individual issues**
 - Emphasis shifting from technological to **organizational** aspects
 - Not a linear but an open process
 - Beyond products towards **services**
- Heterogeneity of actors and participants as an opportunity
 - End-user and many other stakeholders: social and health workers, user associations, aggregation centers, policy makers, etc.
- Diverse and possibly conflicting interests, needs, goals, **cultures**, expectations,

Familiarity-based design in communities

- Focus on a community
- Identify the larger network of stakeholders.
- Pursue individual and group involvement
 - Long term strategy
 - Strong partnership
 - Work towards a shared understanding and vision
 - Stakeholders acting as testimonial of a success story
- Designers as “mediators”, “connectors” and “interpreters”
 - Shepherding local sustainable practices into wider mainstream society
 - Providing a common framework for social and individual issues
 - Identifying shared cultural practices, concepts and ideas to turn them into **familiar design concepts**

FBDC in practice

- NETWORK BUILDING
 - Stakeholders identification
 - Target group definition (which elderly people? Which level of fragility?...)
 - Elaboration of a shared vision
 - Partnership contract.
- INTEREST ANALYSIS
 - designers identify the single interest bearers
 - Focus groups and motivational meetings are for defining roles and mutual responsibilities
 - social workers: forming and maintaining end users' motivation
 - policy makers: political decision making;
 - users' groups: pivotal at all the stages of design, from requirement elicitation to system testing
- *ADAPTING UCD METHODS*
 - *Strong cooperation between researchers and social workers to define appropriate research strategies*
 - *Cultural probes*
- Build the extended project's team
 - specific community events
 - sense of ownership of, and attachment towards, the project results



What you can expect to find

- Concrete applications: Netcarity Project
See talk in track C4 at 15:00, room 26
- Discussion of the identified criticalities and opportunities
- Best practices for FBCD