Question your assumptions -Cross Cultural Design, *Senongo Akpem*

ACTIVITY

Activity :

Examine the constant, unconscious biases and assumptions about technology, its audiences and ourselves that constantly creep into our work using this framework proposed by Senongo Akpem

1 ### Document your assumptions:

Document individually (and then with your team) the assumptions about the client and the project. An easier way would be to list all the statements starting with 'We know who/ what/ when/ where/ why/ how

2 ### Share your assumptions with stakeholders

It might be humbling to share your assumptions with subject matter experts. You can also ask them for confirmation, discussion or focus area for research

3 ### Turn any assumptions into a list of questions to guide your upcoming research

The assumptions listed can be reframed as questions for potential areas or concepts of exploration. For eg. An assumption like 'We know users do....' can be translated into the question 'Why do users do......?'

Note: Speaking to people who disagree with your hypothesis is more important in this activity.

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Designing for next billion users

Activity :

Choose a feature of your product (or any product). If you were to redesign this product for the next billion users emerging from the global south, how would you go about it? Adopt a set of methodologies using the 6 phase Design Sprint by Google to cater to this specific goal. What are some of the principles or key tenets you can narrow down to which can help in this challenging process?

For eg. Principles suggested by [Dharmesh](#) in designing for Indians :

- *Keep the technology smart and design dumb*
- *Aligning with mental models*
- *Provide users with appropriate nudges to make a choice*
- *Guides, helper texts, support numbers should be an integral part of products*

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