

IDEM304

Design for Emerging Markets

Q1

D

This course is focused on developing innovative product (service) systems solutions for emerging markets, in specific for low-resource settings. People in these settings are often confronted by a range of Sustainable Development Goal (SDG) challenges in their daily life such as a lack of access to basic healthcare (SDG3), food (SDG2) and education (SDG4), poverty (SDG1), and inequality (SDG10). While solving these challenges specific constraints of low-resource settings such as a lack of connectivity, infrastructure, low levels of literacy and limited (household) budgets have to be taken into account. In order to develop solutions for these SDG related challenges in low-resource settings, new design approaches and design mind-sets are needed like for example 'frugal innovation' or 'design for the other four billion'. These include 'deep listening' to local consumers, new business models (like 'pay as you go'), affordable but smart technologies, and new product / service infrastructures.

In the first place this course will introduce the students to new research and design approaches for these emerging markets along a range of cases like smart health diagnostics, distributed renewable energy systems, and clean cooking. The student will be as well introduced to and prepared for the 'internationalisation' of the industrial design profession, such as, entering international markets, international product policies, globalisation and working in international teams.

Lastly, the students will reflect and debate about what the role of (international) industrial designers is in these contexts, as well as how should be taking into account aspects such as design ethics and decolonization.

Assessment: Individual & Group assignments



Jan Carel Diehl

