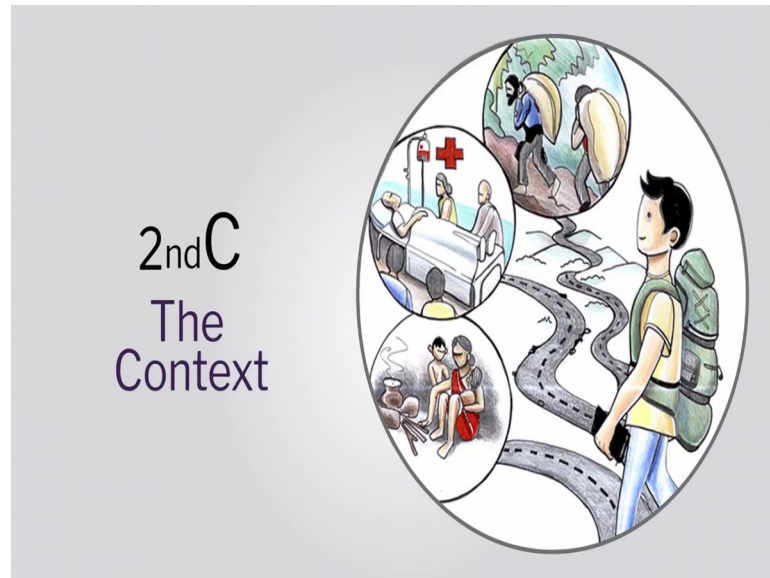


Innovation by Design
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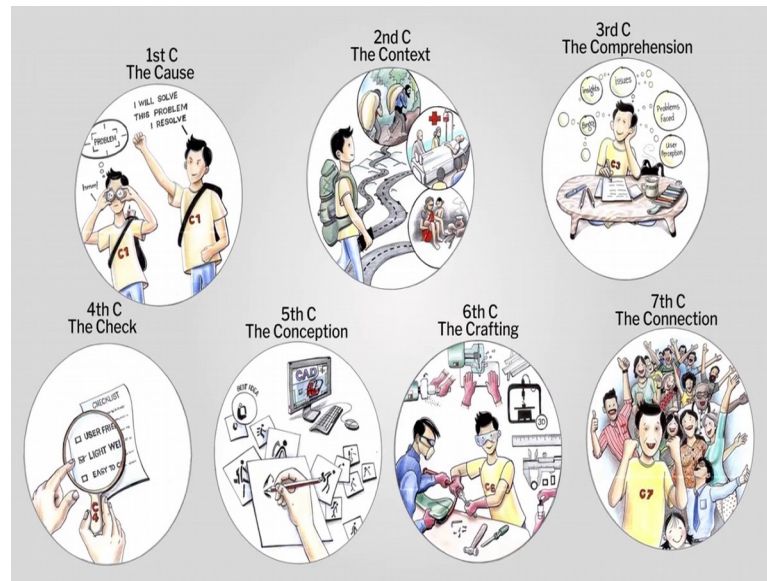
Module - 03
Lecture – 13
2nd C The Context A water bottle with its own filter

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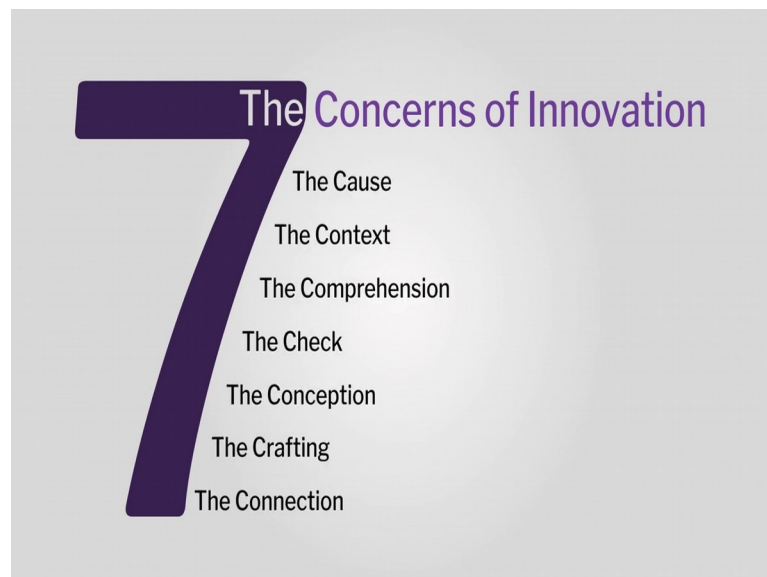
So, today's class is about the second C which is the context and this is the C which is very very critical in the total journey of design. If we make any product away from the context, it becomes completely useless. We will see how one particular aspect can kill an innovation and not let the product come into the market.

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So, we were talking about each C and we are focusing on one aspect of the innovation. I was actually giving you one full case study. So, here today we would be doing the context.

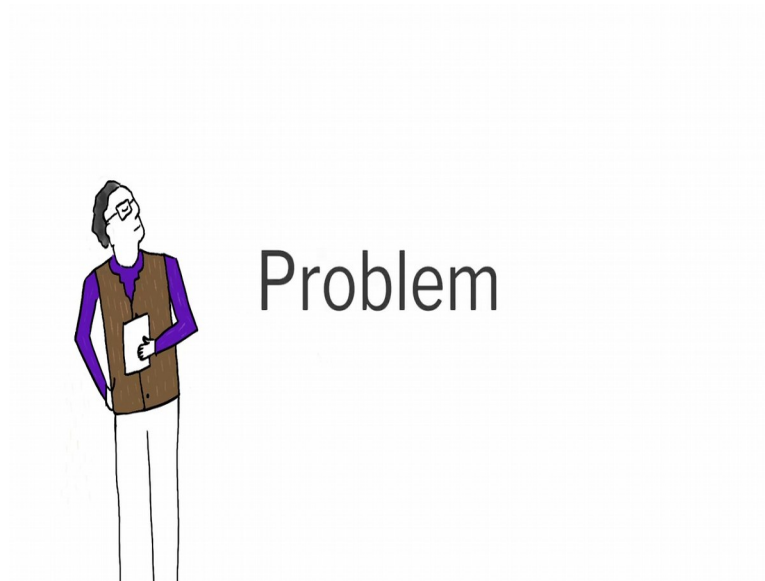
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So, let us look at the 7 Cs now again.

What is this concern? How did concern come up? Tell me.

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You empathize with the problem, you empathize with the people who are facing the problem, you are in that environment that is very critical.

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The second one is the context and here you are understanding the problem space and the environment. So, the problem is not independent of the problem space. In number of times we empathize with the user, but we forget the problem space.

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So, this particular case study which we are going to discuss today is going to focus on the problem space. A number of times very critical requirements for example, you know CRPF Jawans who do not have water to drink when they are on long missions, that is a critical requirement. In those requirements the context becomes paramount.

Sometimes we are concerned about the problem, but we are not very particular about the circumstances in which the problem arises right? What are the circumstances? For example, let us take say the police stick which we studied earlier. The circumstance is when they are on those long duty hours we need to have some rest sometimes so, that is a circumstance.

If I just think about a seat for policeman without the circumstances and which that whole situation will be then it will not work. So, the environment and the circumstance are very critical. A number of our policies and designs fail because of these very important, you know considerations of not looking at the social aspects and the cultural aspects of the uses where which we are working.

Similarly, another very important aspect is the socio economic structure. People have a particular buying pattern; people have a particular financial limitations in their life. So, you cannot build a product or a service or a system which is not matching the financial possibilities of that particular community.

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So, today for example, I will tell you we have been working in arsenic filtration in rural Varanasi and we gave them water filters which will filter arsenic because arsenic is poisonous, you all know that in this areas where there is groundwater depletion. The arsenic from the soil is getting into the water people do not even know and they are drinking this water water out of hundred, two people die because of arsenic poisoning for them it is very severe.

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But then large companies came up and said we will provide and then even government give some support and they provided these filters which are special candles. These special candles were expensive and they did not know where to get it from and finally, those filters are not being used though it is life threatening. So, we have been working on another design for that, for those communities which can't afford these maintenance in a long run. So, this socio economic aspect becomes very very critical in every project.