

the platform

Most people pay great attention to one thing, one service, one product, or one company. Whereas there exists another organisational structure that covers all bases. Think of the stock market: there is Apple, Verizon, Visa and all those companies are traded at the New York Stock Exchange. In this example NYSE is the platform that allows all others to benefit. Same principle applies to Apple products: iPhone is designed and manufactured by Apple but many other 3rd parties design products to compliment the iPhone or develop applications where they are consequently using the platform Apple iOS provides.

transparent privacy

The modern society is increasingly demanding transparency in various areas. The demand could be justified in the arts and design discipline by allowing the product to expose a part of its internal structure with the interactor. The attraction of curiosity will likely draw the person in a closer relationship with the product. The same product should preferably maintain just enough privacy (secrecy) to sustain the likening of the item for an extended period. This two sided interaction could also be looked at from a perspective of respect.

not users: interactors

Classifying the user base of a designated product or service as 'user' may tempt the designer/engineer/marketing officer to only address the issues at hand. This justification may shadow the fact that principal interactor with the design is a human (or another live organism). The design should account for humanistic attributions: the designer is responsible to consider the likelihood of issues such as operational mistakes, misunderstandings or conflicting logic. The product, service or digital design should not be blindly directed towards solving the problem and before anything else should acknowledge that its user is a human.

influence positive change

More than being a sustainable and considerate design, the outcome may try to inspire like-minded thinkers: influence a group of individuals to innovate in a similar fashion. The outcome reserves the power to motivate a new line of hard-working people or contribute towards a population by assisting them arrive at the realisation about a content. Even though there can be some people excluded from the target group, working towards a larger goal will benefit the common community if the design enables such people to imagine.

avoid harm

The purpose of design is to make a specified part of our lives easier and more enjoyable. It would be counter-intuitive if a design presumed to improve something, deteriorates another aspect including environmental and sustainable concerns. Furthermore, it would be awful if the outcome makes someone feel secluded and unworthy. One method beyond doubt is to approach the task you are designing into with care and caution. Design, if focused properly, manifests the power to communicate a sense of democracy as well as equality.