

# EVOLVING SOCIAL LANDSCAPES

## Electronic Communication

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Defining:

**“Evolving Social Landscapes”**

# The Four Foundational Factors

1. Present-day social tendencies

2. Growing trends in interpersonal activities

3. External factors affecting social connection

4. Intrinsic social values displayed across cultures

# The **Four Following Themes**

**1. Increasing social isolation**

**2. Decline in interpersonal bonds**

**3. Decrease in free time for social tasks**

**4. Deterioration of trust and mutuality**

“Less **time** to socialize”

“Less **reason** to socialize”

“Less **ability** to socialize”

“Less **interest** in socializing”

sentiments show a **statistical** and **empirical upwards trend**

# Empirical + Statistical Data

## Isolation

Studies done by:

- WHO (global report)
- CDC (U.S. report)
- Holt-Lunstad (independent U.K. report)

## Bonds

Studies done by:

- Harvard (U.S. report)
- Hao et al. (independent China report)
- Putnam's *Bowling Alone* (U.S. report)

## Time

Studies done by:

- OECD (global report)
- Jung et al. (independent Korea report)
- Kawakami et al. (independent Japan report)

## Trust

Studies done by:

- Pew Research Report (U.S. report)
- United Nations (global report)
- Edelman Trust Barometer (global report)

**What am I trying to accomplish?**

**&**

**Is it worth following in such a saturated  
market?**

I want to design something to **ease these niches**

I **do not** want to specifically enter or target the saturated field of “*mental health solutions, products, and services*”



Synthesis:  
**Themes & Big Questions**

## IMPORTANT

What trends or disruptors can I look at for concept development?

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What am I trying to design? A service or a product?

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What medium will my product/service be? An app, physical thing, a roadmap, or a mix of everything?

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Is the market for my product already too saturated? Are companies already planning on expanding into it?

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Would there be an ultimate benefit my product/service brings that others in the market do not offer?

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What am I trying to accomplish?

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## URGENT

What makes my product/service unique from solutions people are already utilizing?

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Where and when do I start the design process?

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What will the research process look like?

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How market-ready would my product/service be on launch?

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Who do I speak to in order to grasp a wider and more diverse understanding of the subject?

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Is there a defined need for the product/service I am proposing? What would make people change their current habits to support my product/service?

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## SHORT TERM VS. LONG TERM

How far into the future should I be keeping in mind with my design?

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When will my product/service have the easiest time entering the market? What difficulties does it face currently?

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What might change about the target audiences in the next few months? How about after the next year?

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When would this design/service be implementable? Now? In a few years?

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What can my product/service achieve in the next few years?

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What should my product/service do in the short term vs. long term?

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## REALISTIC VS. VISIONARY

What should the solution be? A service or product? A combination of both?

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Am I designing a vreugel or improving something that can already be feasibly created with existing methods?

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Where would my product/service be the most successful? Globally? A certain set of countries? Just one country?

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What target audiences can I realistically design for?

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How many different niches could this product/service appeal to?

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What will my product/service look like?

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What existing forms of **electronic communication** can I leverage to create meaningful value out of my product/service?

What unique value would my product/service need to offer for people to shift from existing solutions and adopt this new one?

When do consumers expect value and usefulness? In the immediate moment or as the product/service proves itself over time?

Who defines "realistic" value versus "visionary" value in the product/service when every stakeholder has a differing perspective?

Where and in what contexts (cultural and geographic) would my product/service carry the most value? Who benefits the most?

# THE FIVE BIG QUESTIONS

# The **Five Big Questions**

What existing forms of **electronic communication** can I leverage to create meaningful value out of my product/service?

**Industry/market Values**

What unique value would my product/service need to offer for people to **shift from existing solutions** and adopt this new one?

**Consumer Values**

When do consumers **expect value and usefulness**? In the immediate moment or as the product/service proves itself over time?

**Temporal Values**

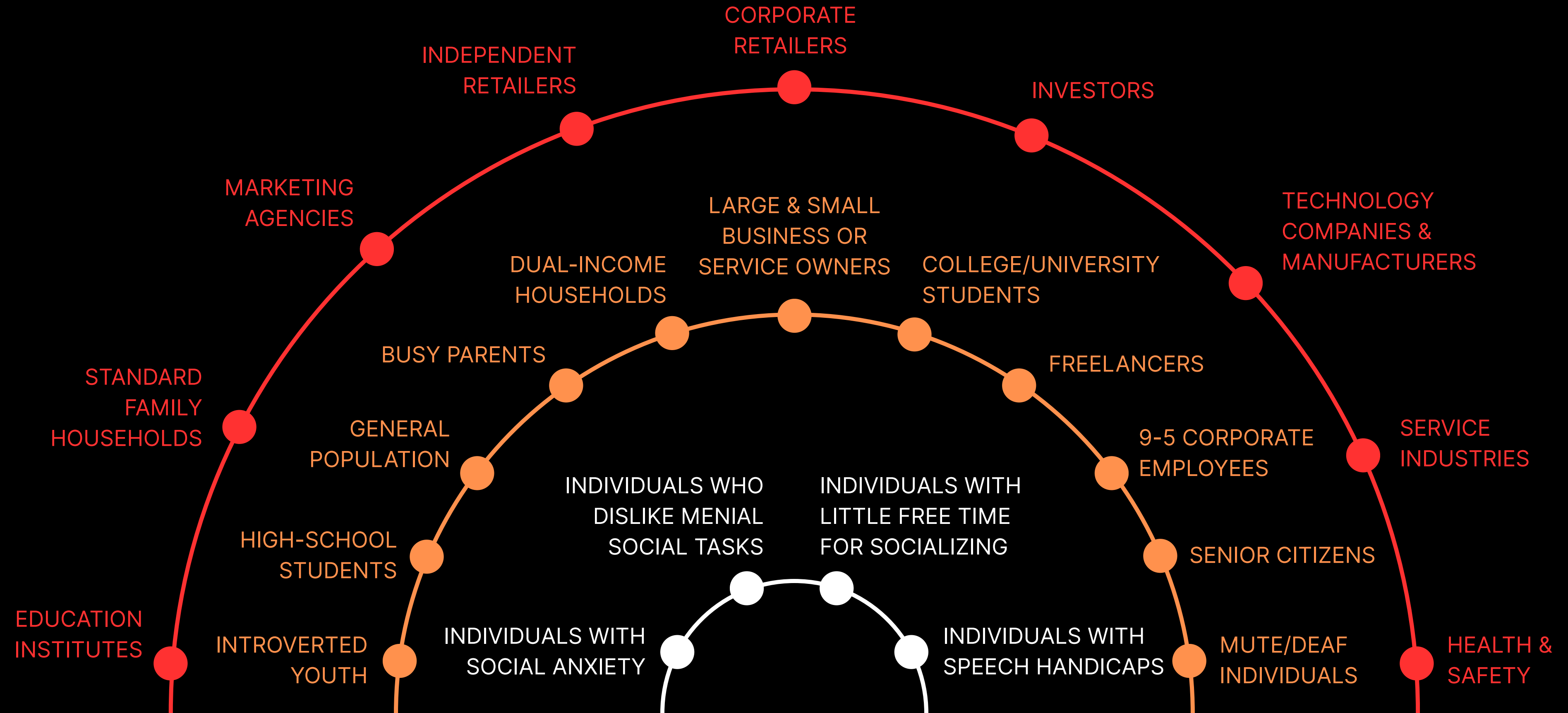
Who defines **“realistic” value versus “visionary” value** in the product/service when every stakeholder has a differing perspective?

**Stakeholder Values**

Where and in what contexts (cultural and geographic) would my product/service carry the most value? **Who benefits the most?**

**Cultural/societal Values**

# Early Stakeholder Map



**How can I design a product or service  
that actively grows with and responds to  
our evolving social landscapes?**



Refocus:  
**Narrowing it Down**

# Design Refocus

## Electronic Communication

### Electronic Focused

That includes:

- Physical electronics like a Google Home
- Digital app
- Mix of both

**in order to  
address**

### Modern Communication

That includes:

- Social Landscape challenges
- Isolation
- Easing social tasks



**THANK YOU**

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