

Design Resource

User Worldview Mappings

User-Activity-Artifact-Environment-Media-Sensor Mappings

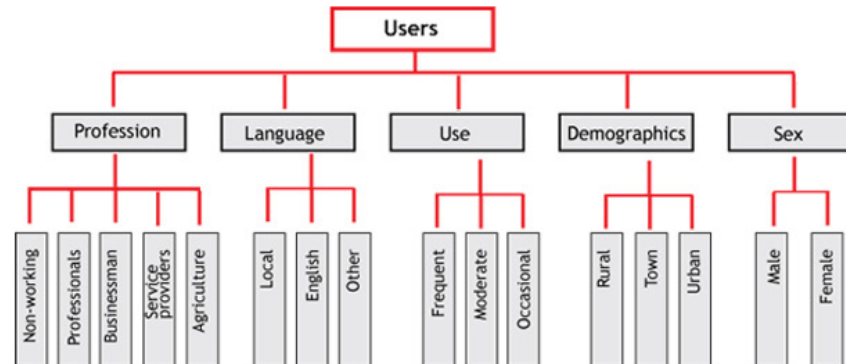
by

Prof. Ravi Poovaiah and Dr. Ajanta Sen

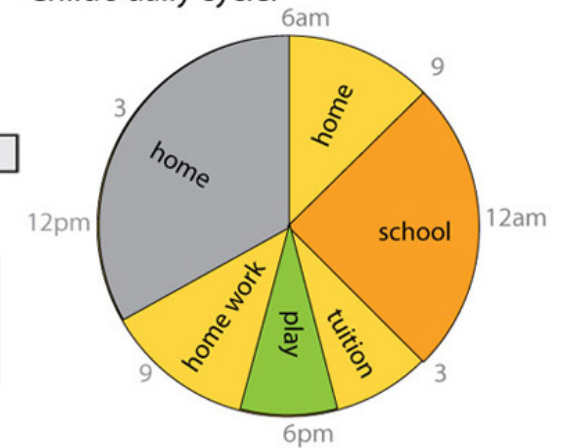
Solar Project, Mumbai

IDC, IIT Bombay

Source:

<http://dsource.in/resource/user-worldview-mappings>

Child's daily cycle:



1. Introduction
2. Toddlers-World Mapping
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4. Teens-World Mapping
5. Professionals-World Mapping
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8. Devices-Home Mapping
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10. Media-Environment Mapping
11. Further Links
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Source:

<http://dsource.in/resource/user-worldview-mappings/introduction>

Introduction

This exercise in mapping is really about putting down on a display surface (paper or board) all the keywords that you can think about in your 'problem area' organised into appropriate categories. This helps to form a worldview (also known as long-shot-view or a birds-view or overview) about the problem that you going to solve.

You could look at your problem from the following viewpoints to get an overview:

- a. Physical Aspects - includes Sensories, Activities, Artifacts, Environments, Materials
- b. Social Aspects - includes Relationships, Emotions, Groups, Celebrations, Communications
- c. Cognitive Aspects - includes Memory, Medias, Business, Functions, Processes

One could start by forming a team and then do brainstorming for keywords about the problem area.

1.0 Brain Storming for Keywords (Form a Worldview of the problem):

- Brain storm for keywords 'Topic' and through associations think of other keywords
- Brain storming always works better if you can gather together a group of participants with diverse background and experiences
- Write on a large surface so that everyone in the group can see
- Build on each other's ideas, never criticise
- Brainstorming helps generate out of the box connections
- Also write down each of the keywords on separate post-it's or cards for sorting into categories.

2.0 Information Structuring (Categorisation into groups):

- Sort out cards one by one making appropriate groupings – collective participation and argument is required by the whole group.
- Make classifications in different groups
- Name the groups appropriately

3.0 Information Mapping (Making a visual layout):

- The keywords in different categories are organised and drawn on a two dimensional surface.
- These could take the structure and shape of Mind Maps (One central theme sub-branching into different categories) or Network Maps (Many sub-themes forming different clusters and interconnected through links)
- You could include hierarchy into the mappings i.e. Ordered according to importance

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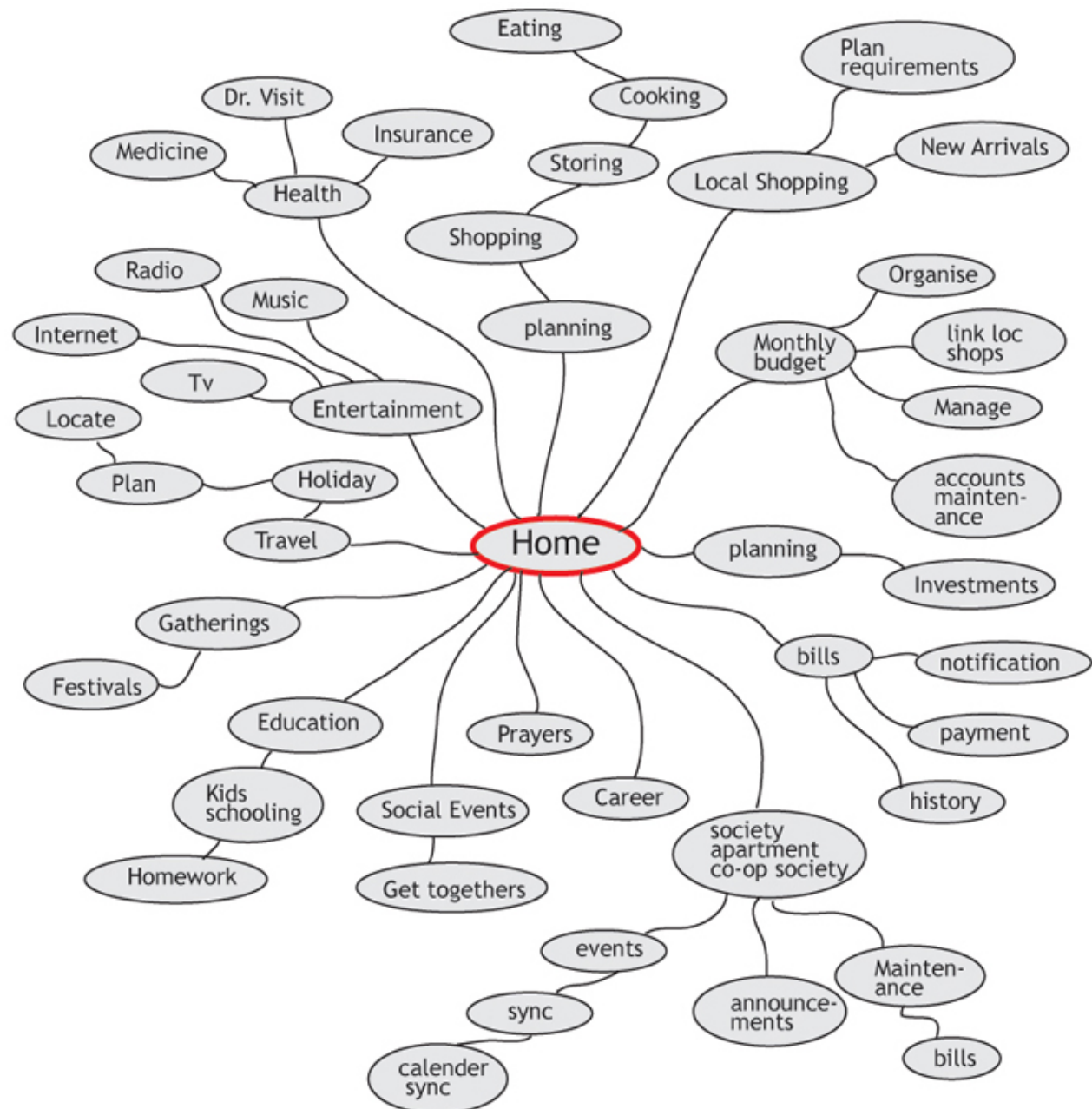
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An Example of a Mindmap:



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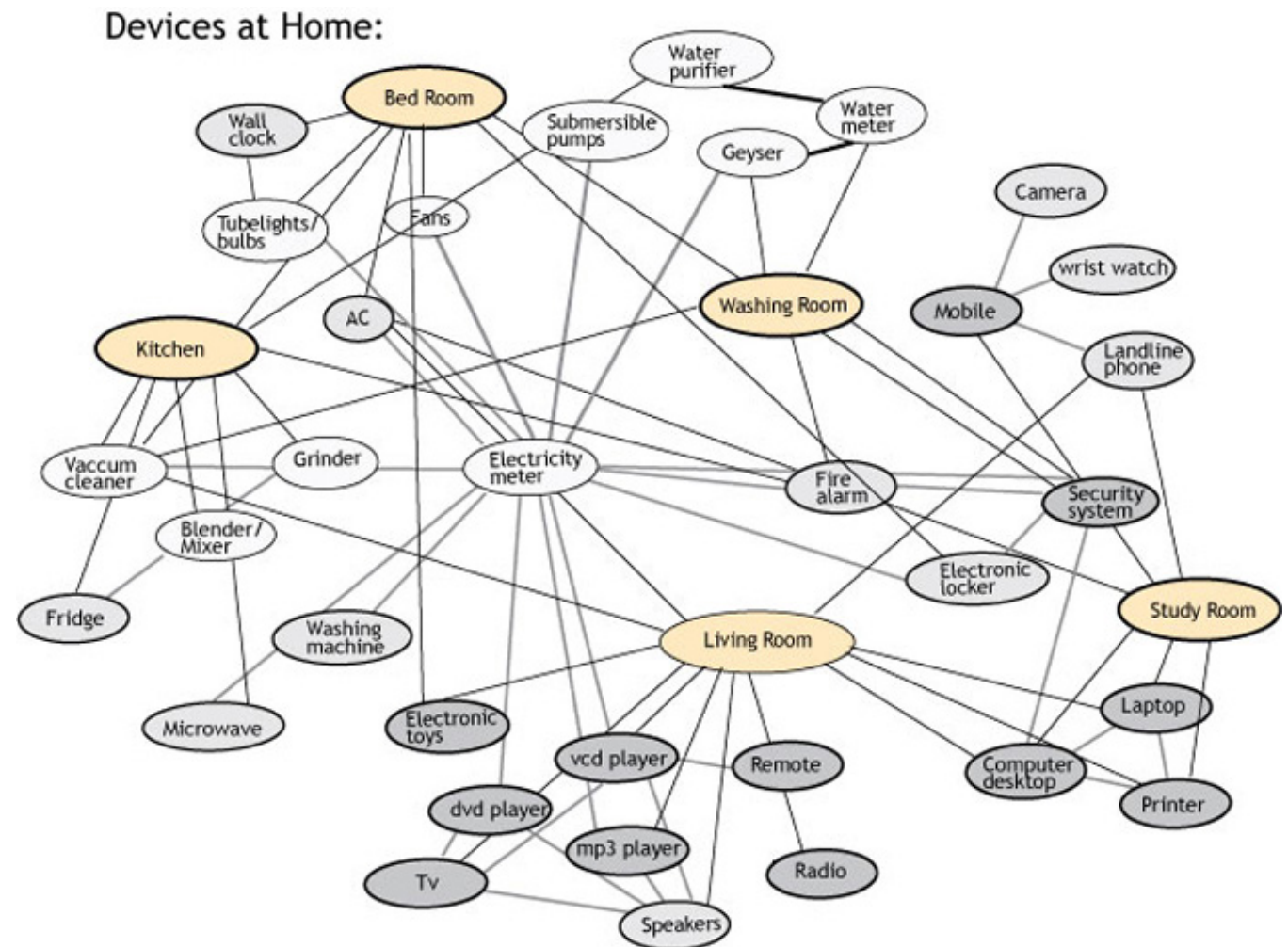
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Source:

<http://dsource.in/resource/user-worldview-mappings/introduction>

An example of a Network map with Inter-connections:



This exercise on doing an 'User Worldview Mapping' helps in making visible the different topics and branches connected with the problem area and displayed in a given space. It's great to display this in your workspace so that your group could look at it and make inter-connections or use it as a template to look at possible connections for further research and understanding. Doing a worldview mapping can be a useful part of the design process.

We can call this as an exercise in 'Problem Space Visualisation'.

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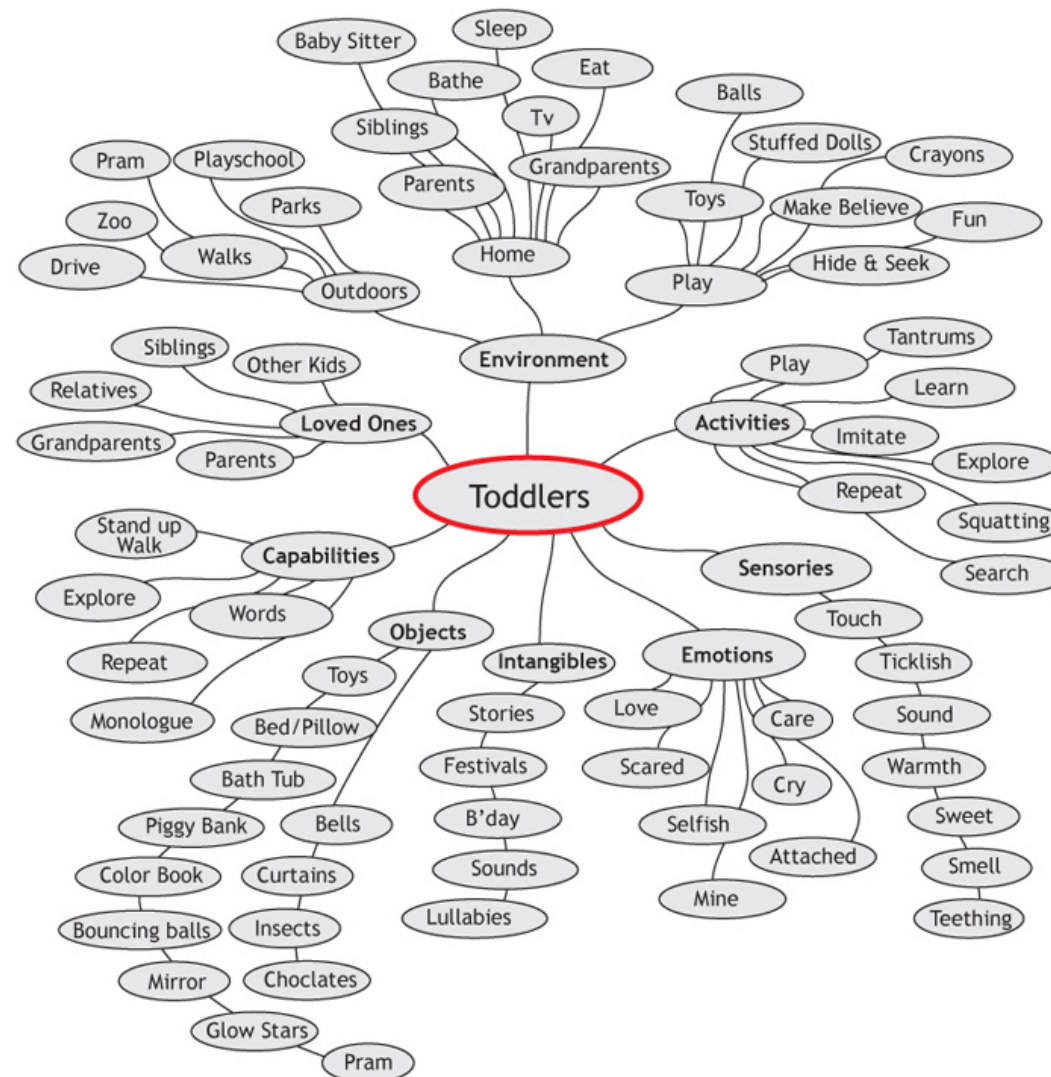
Source:

<http://dsource.in/resource/user-worldview-mappings/toddlers-world-mapping>

Toddlers-World Mapping

The mapping shows the world of toddlers. These factors would vary depending on the context, environment, place, etc.

The World of Toddlers:



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2. **Toddlers-World Mapping**
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Acknowledgements:

This map is adopted from the works of M. Des. students Amisha Bunker, Muthukumar and Pranav Mistry.

Source:

<http://dsource.in/resource/user-worldview-mappings/toddlers-world-mapping>

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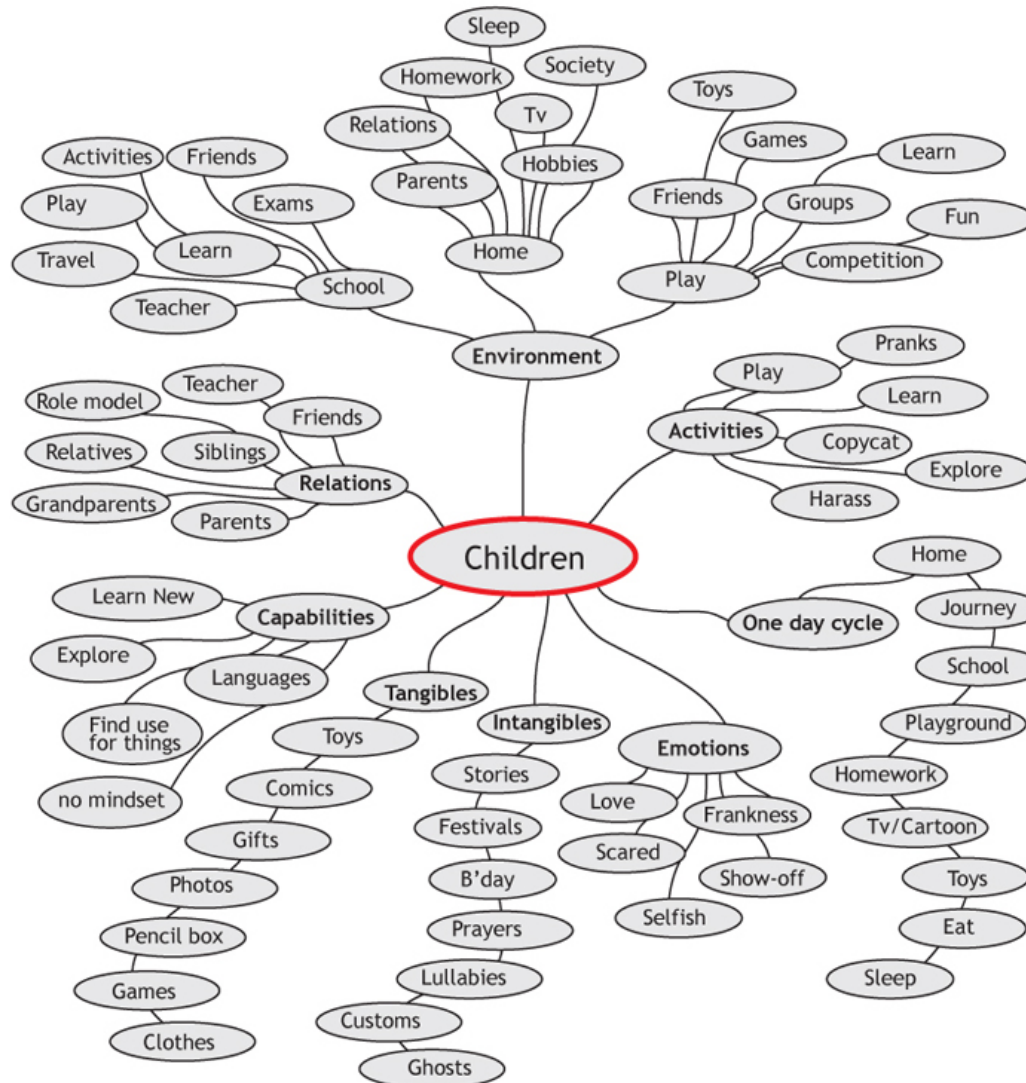
Source:

<http://dsource.in/resource/user-worldview-mappings/childrens-world-mapping>

Childrens-World Mapping

The mapping shows the world of children. These factors would vary depending on the context, environment, place, etc.

The World of Children:



1. Introduction
2. Toddlers-World Mapping
3. **Childrens-World Mapping**
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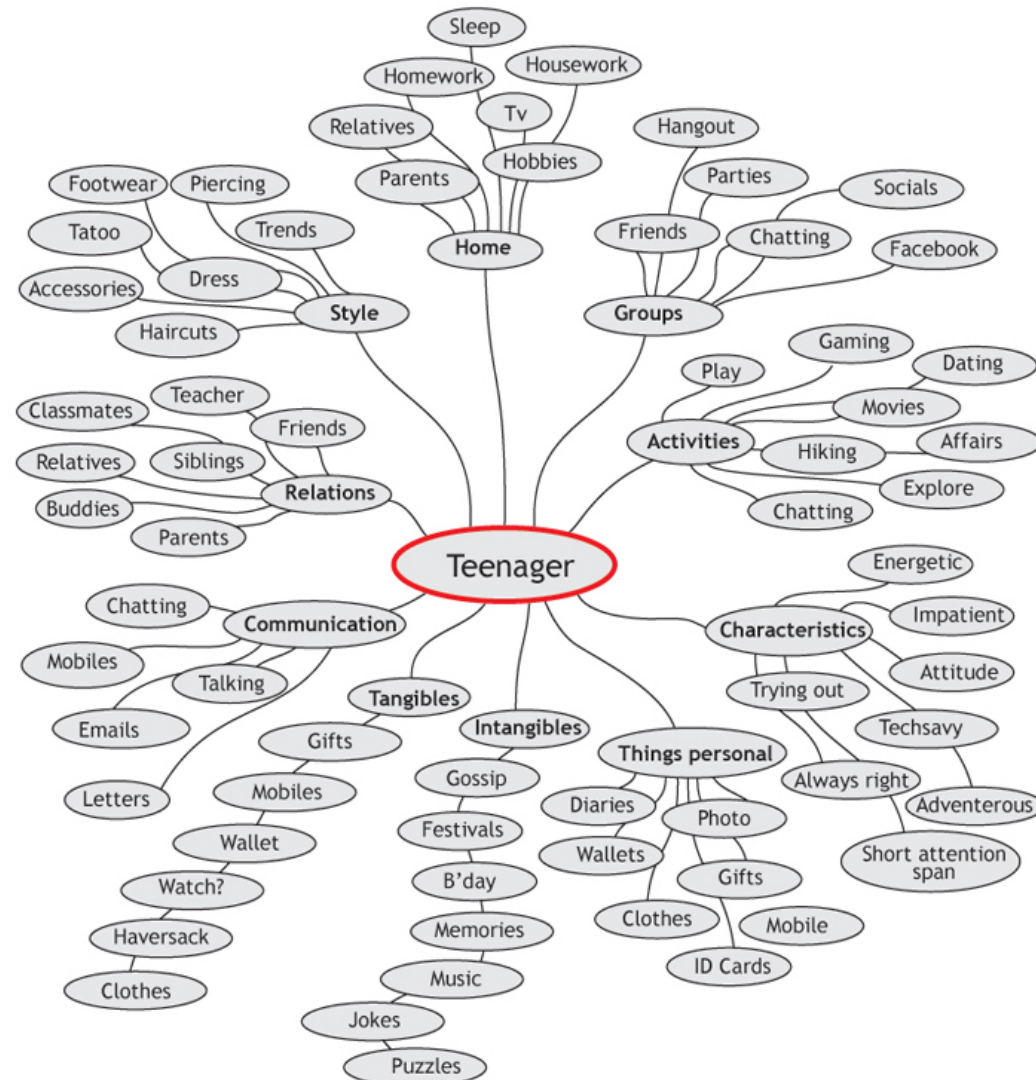
Source:

<http://dsource.in/resource/user-worldview-mappings/teens-world-mapping>

Teens-World Mapping

The mapping shows the world of teenagers. These factors would vary depending on the context, environment, place, etc.

The World of Teens:



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2. Toddlers-World Mapping
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Acknowledgements:

This map is adopted from the works of M. Des. students Bolleddu Kireeti, Jayanti A. Shetty and Nishant D. Ghadge; and B. Des. student Gajendra Agrawal.

Source:

<http://dsource.in/resource/user-worldview-mappings/teens-world-mapping>

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3. Childrens-World Mapping
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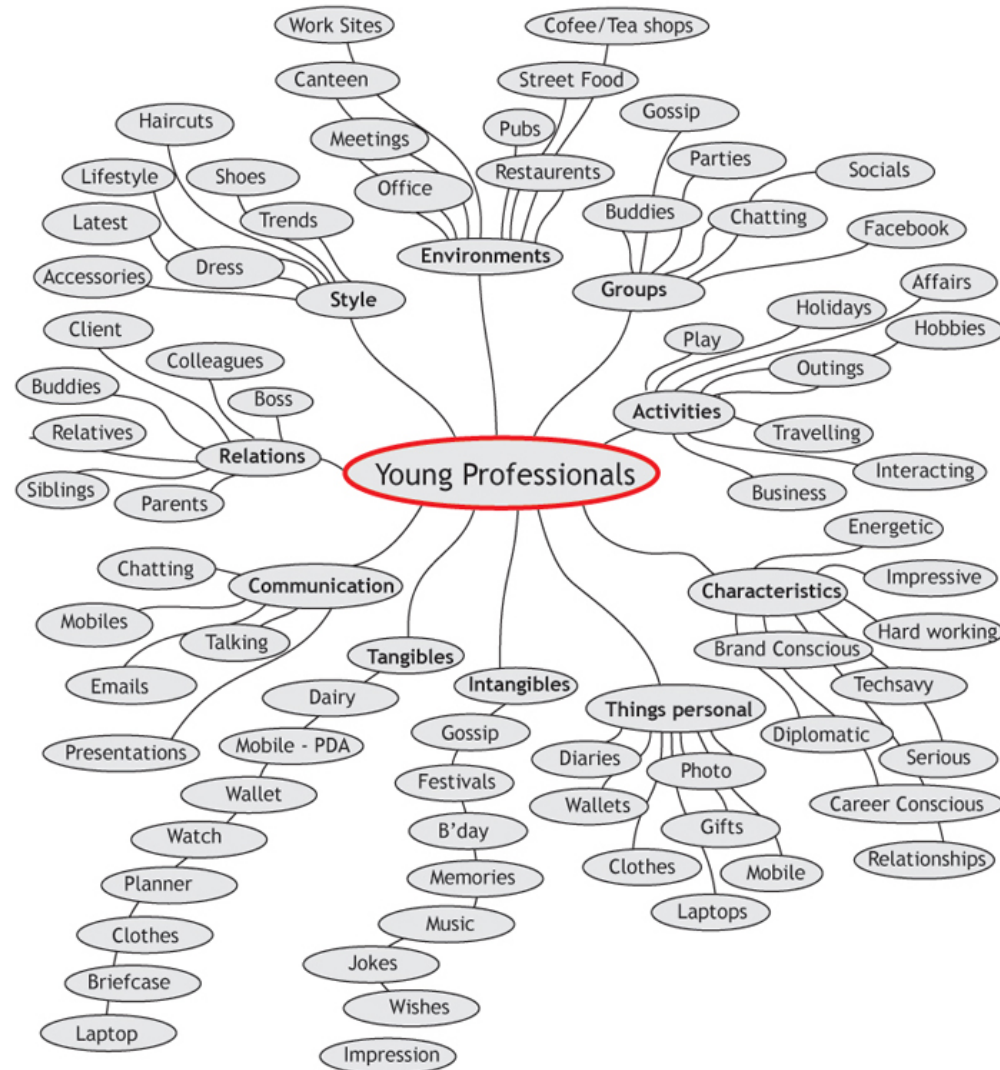
Source:

<http://dsource.in/resource/user-worldview-mappings/professionals-world-mapping>

Professionals-World Mapping

The mapping shows the world of young professionals. These factors would vary depending on the context, environment, place, etc.

The World of Young Professionals:



1. Introduction
2. Toddlers-World Mapping
3. Childrens-World Mapping
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Acknowledgements:

This map is adopted from the works of M. Des. students Abhijeet G. Rokade, Peter Joseph and Preetal Kamat; and B. Des. student Avinish Chaturvedi.

Source:

<http://dsource.in/resource/user-worldview-mappings/professionals-world-mapping>

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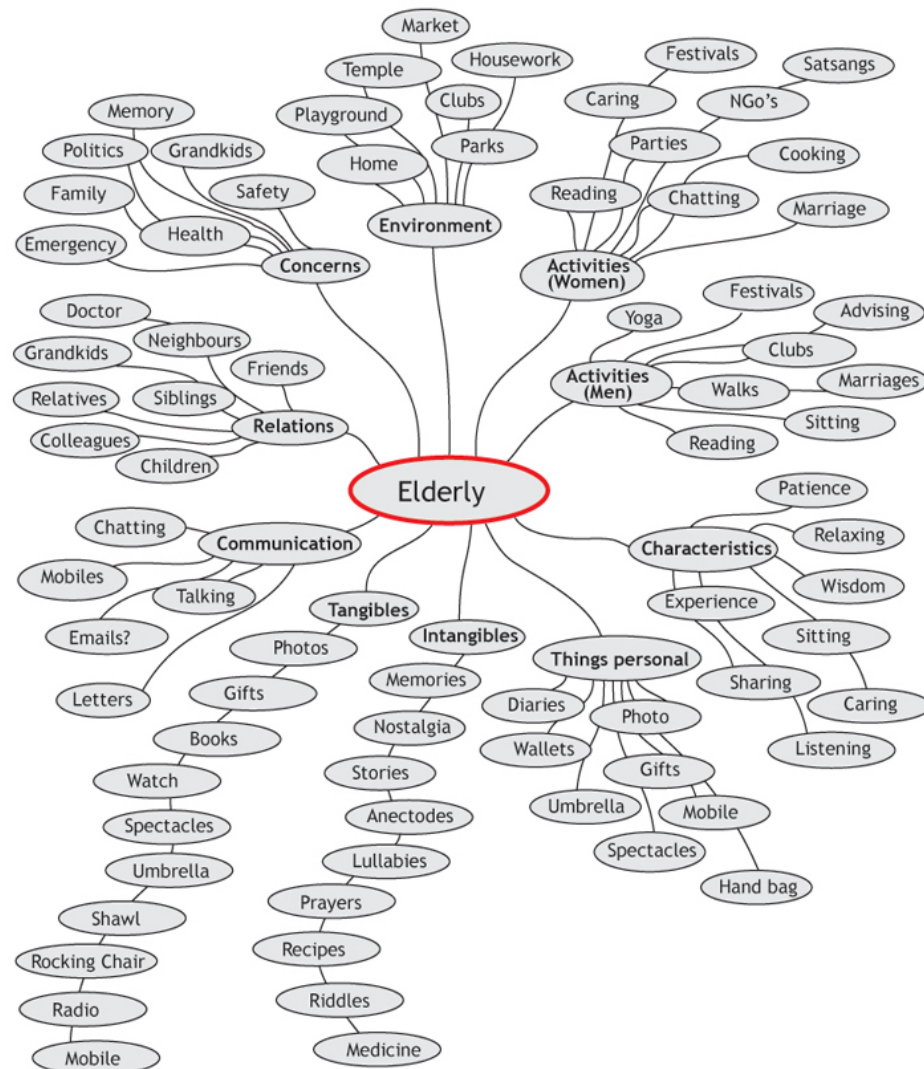
Source:

<http://dsource.in/resource/user-worldview-mappings/elderly-world-mapping>

Elderly-World Mapping

The mapping shows the world of elderly. These factors would vary depending on the context, environment, place, etc.

The World of the Elderly:



1. Introduction
2. Toddlers-World Mapping
3. Childrens-World Mapping
4. Teens-World Mapping
5. Professionals-World Mapping
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Acknowledgements:

This map is adopted from the works of M. Des. students Shalaka Dighe, Vijay Karnik Gautam and Nikhil Rane Sashikant

Source:

<http://dsource.in/resource/user-worldview-mappings/elderly-world-mapping>

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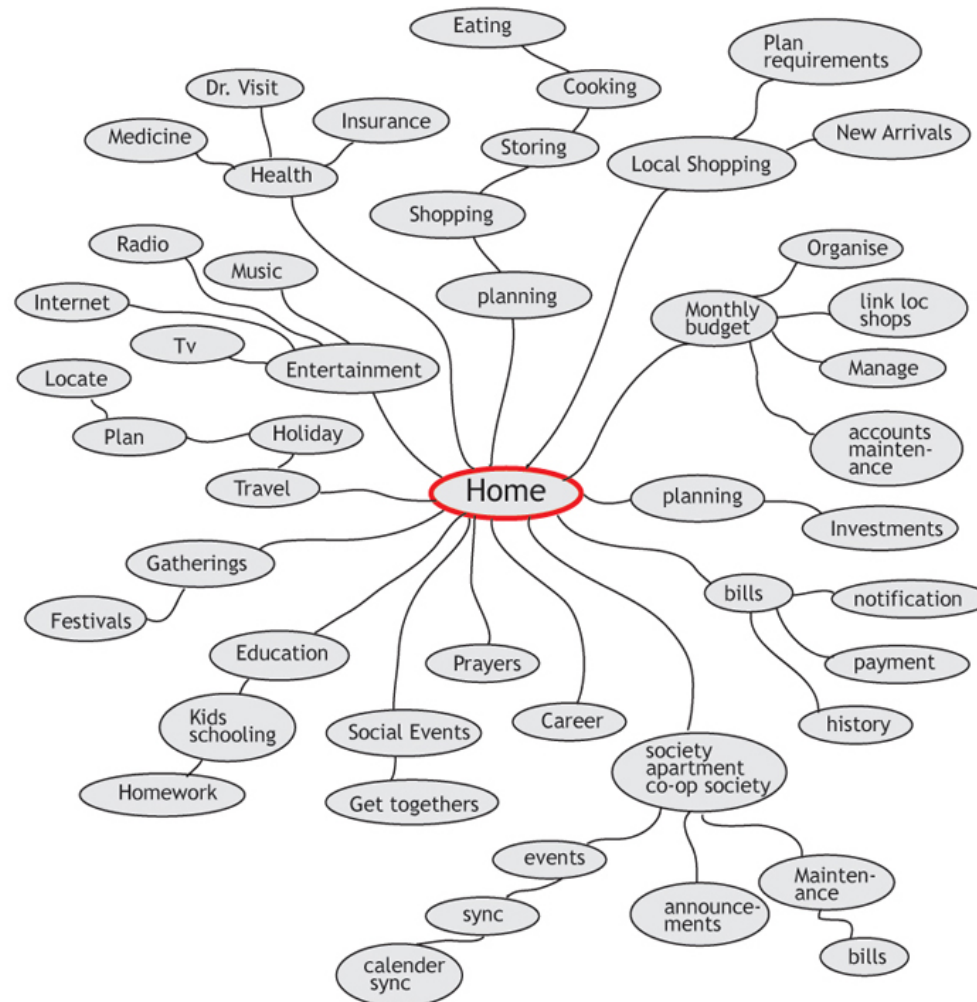
<http://dsource.in/resource/user-worldview-mappings/activities-home-mapping>

1. Introduction
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4. Teens-World Mapping
5. Professionals-World Mapping
6. Elderly-World Mapping
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Activities-Home Mapping

The mapping shows the activities centered around home. These factors would vary depending on the context, environment, place, etc.

Activities centered around Home:



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<http://dsource.in/resource/user-worldview-mappings/activities-home-mapping>

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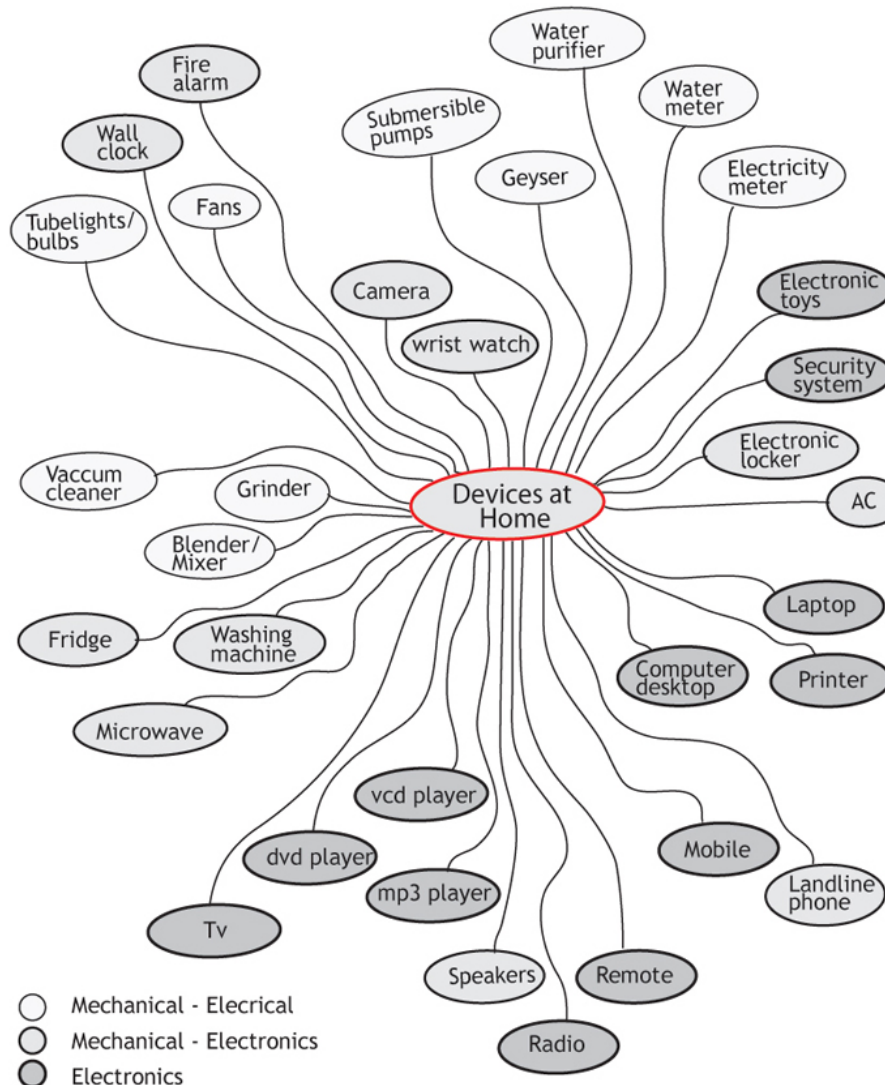
Source:

<http://dsource.in/resource/user-worldview-mappings/devices-home-mapping>

Devices-Home Mapping

The mapping shows the devices centered around home. These devices may vary depending on the context, artifacts, environment, place, etc.

Devices at Home:



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<http://dsource.in/resource/user-worldview-mappings/devices-home-mapping>

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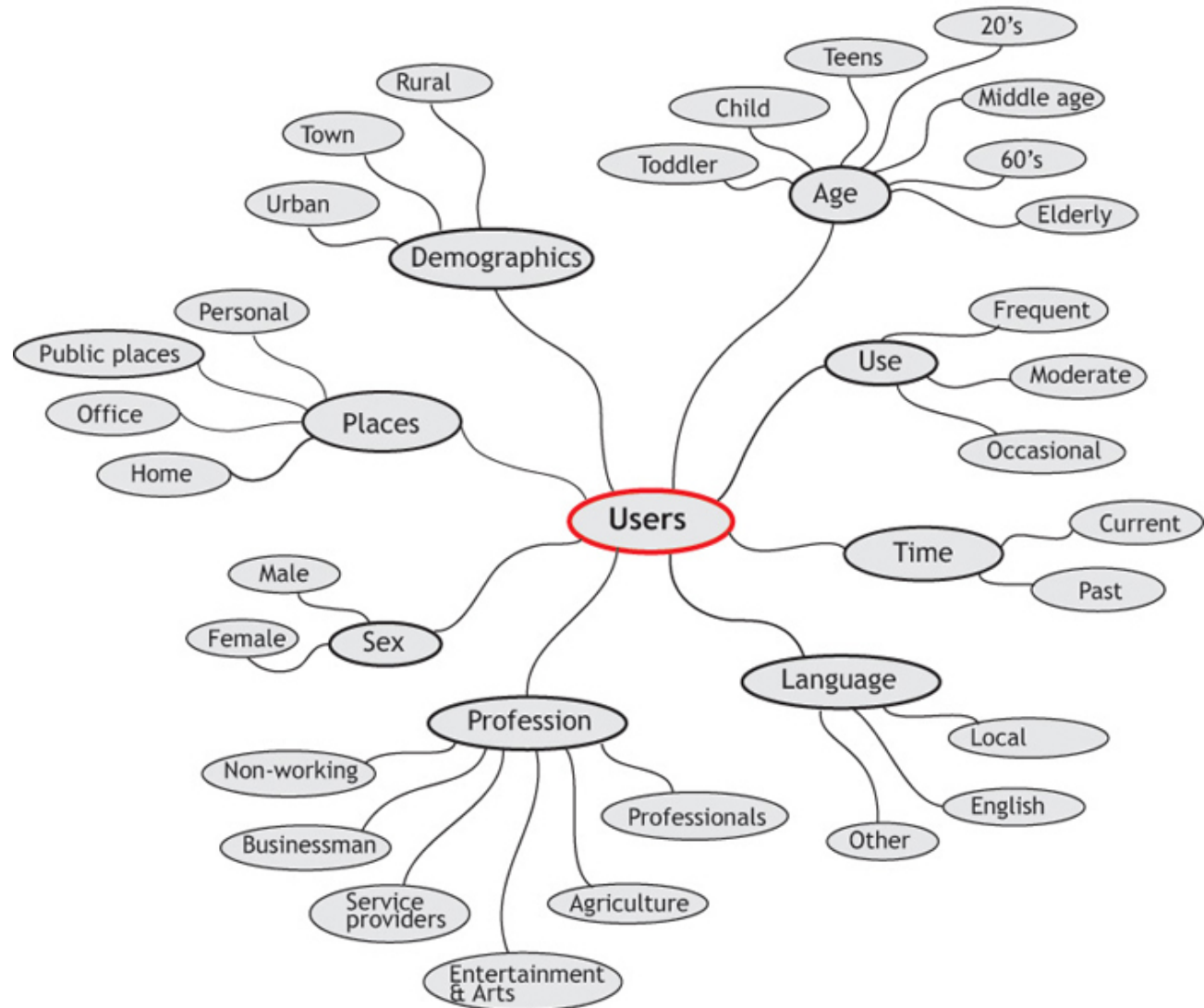
Source:

<http://dsource.in/resource/user-worldview-mappings/media-user-mapping>

Media-User Mapping

The mapping shows the user classifications. The media could be any of these TV, Radio, Newspaper, Internet, etc.

Media - User Classification:



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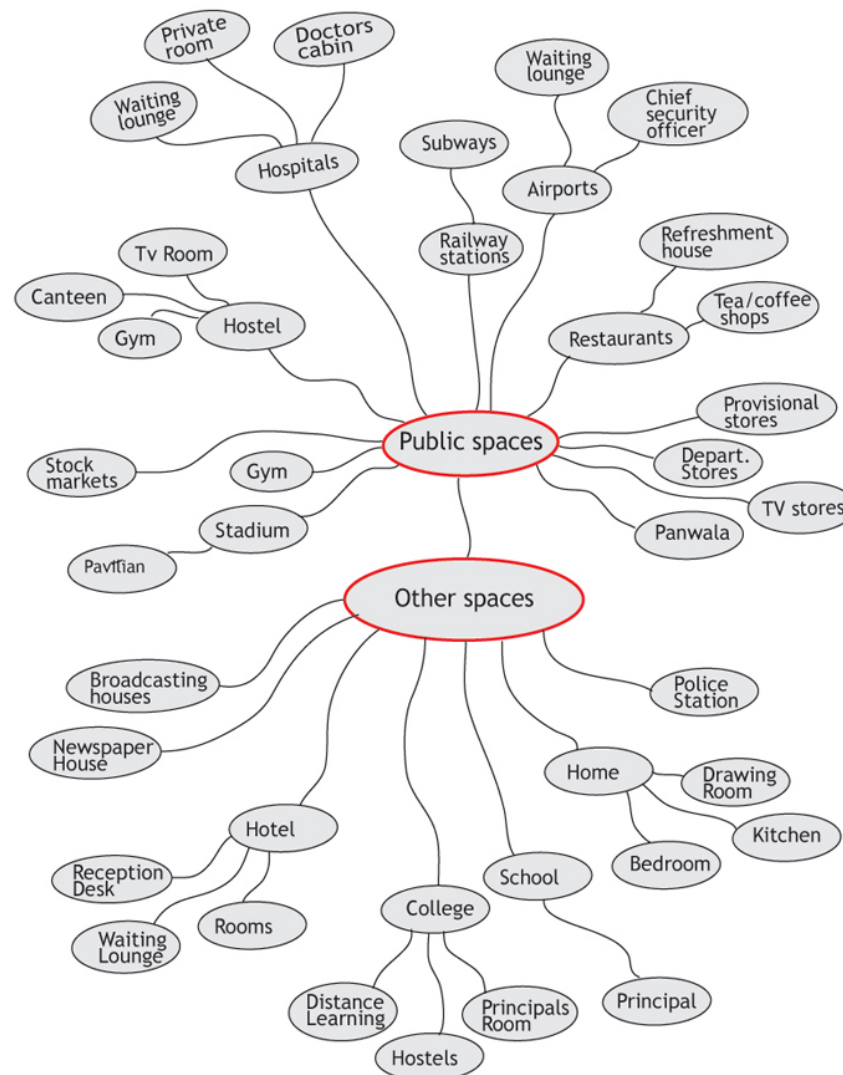
Source:

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Media-Environment Mapping

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Media(Tv, Radio, Newspaper) Locations:



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Source:

<http://dsource.in/resource/user-worldview-mappings/further-links>

Further Links

- [Mindmaps at Wikipedia](#)
- [Brainstorming at Wikipedia](#)
- [Useful resource e-links related to 'Interaction Design' in India](#)
- includes HCI, User Centerd Design, Usability and Interface Design
- [International resource related to 'Interaction Design'](#)
- includes HCI, User Centerd Design, Usability and Interface Design
- [Interaction Design at IDC IIT Bombay](#)

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Source:

<http://dsource.in/resource/user-worldview-mappings/contact-details>

Contact Details

Prof. Ravi Poovaiah is a faculty member at the Industrial Design Centre at IIT Bombay. You could find more details about him at www.idc.iitb.ac.in/ravi

Dr. Ajanta Sen is the Director of Solar Project located in Mumbai, India and a visiting faculty at the Industrial Design Centre at IIT Bombay. You could find more details about her at www.colorsofindia.com/ajanta

You could write to the following address regarding suggestions and clarifications:

Helpdesk Details:

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IIT Bombay
Powai
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Phone: 091-22-25767820/7801/7802

Fax: 091-22-25767803

Email: [dsource.in\[at\]gmail.com](mailto:dsource.in[at]gmail.com)

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