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Building relationships with the invisible in the digital (global) economy (BRIDGE)

VISIBILITY

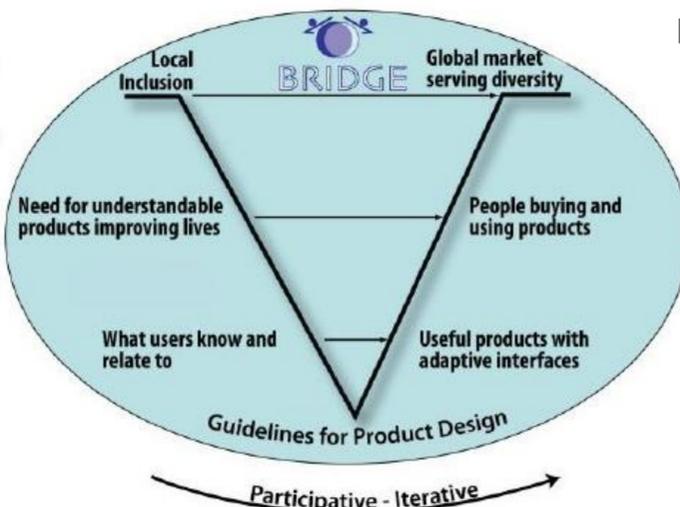
VISIBILITY	HIGH	Know: What, When, Where - low probability of understanding what is different about this group	Know: Who, What, When, Where - high probability of understanding Why
	LOW	Nothing consumed - invisible!	Know: What is consumed, but intermediary obscures When & Where - low probability of understanding Why
		LOW	HIGH

CLARITY

People who do not engage with the digital economy are invisible (digitally excluded). Those who engage through an intermediary (perhaps a family member purchasing on their behalf) are high clarity, but low visibility as little can be understood about their own behaviour through the noise of their proxy.

A View of In-Visibility

explore



Bridging the Gap

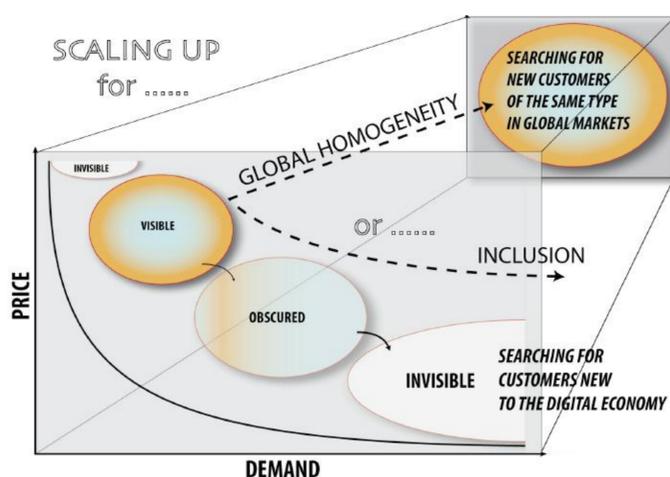
The Bridge will be constructed from a view of understanding local inclusion requirements, and relating to the alternative view from the global business data side, understanding current patterns of product and service consumption.



User Interfaces, Mental models & Cognitive Inclusivity vs. Exclusivity

Cognitive psychological and mental model investigations will be carried out to be able to predict and assess the cognitive inclusivity of digital interface elements. This approach could permit predictions of the exclusion due to the unfamiliarity of interface design, as well as provide a quick method for evaluating new interface designs for acceptability to digitally excluded people.

SCALING UP for



Scaling Up Using Data

The final part of the data combination will allow for scaling up the findings from the rich, local, data sources from the excluded and their behaviours, to the larger global markets. This process will provide a basis for promoting the importance of designing products and services for the currently excluded by showing the global market opportunities to businesses.

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