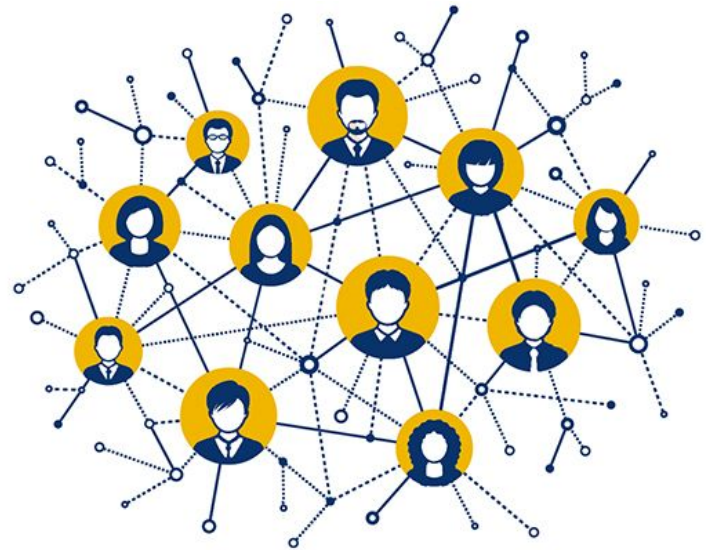

People's Expectations in a Technology Driven Society

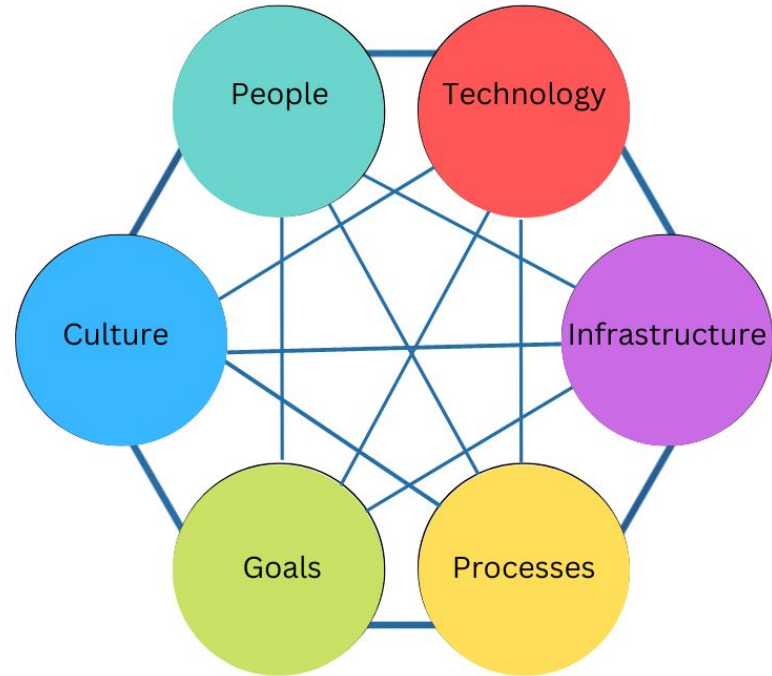
The Nigeria e-Government Summit 2023

Oluwaseun ADEPOJU
Managing Partner,
CcHub



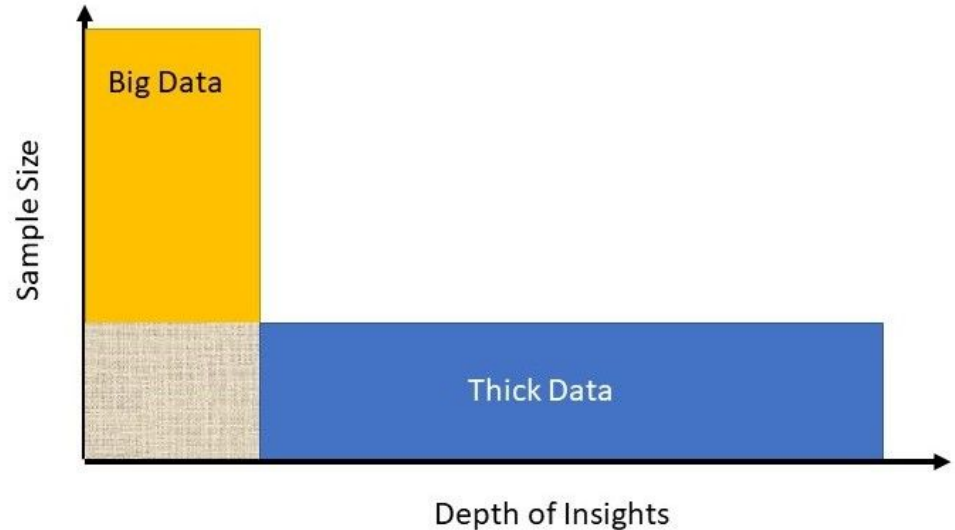
Socio-technical approach to technology

Socio-technical theory has at its core the idea that the design and performance of any organisational system can only be understood and improved if both **'social'** and **'technical'** aspects are brought together and treated as interdependent parts of a **complex system**.



Big Data VS Thick Data

- Thick data differs from big data because **thick data gathers ethnographic data that reveals the emotions and contexts of consumers.**
- While big data relies on machine learning to decipher, process and analyze given data sets, **thick data shows people's emotional and social information.**



Technology design without “the people”



Challenges of building technologies without people alignment



Low User Adoption



Wasted Resources

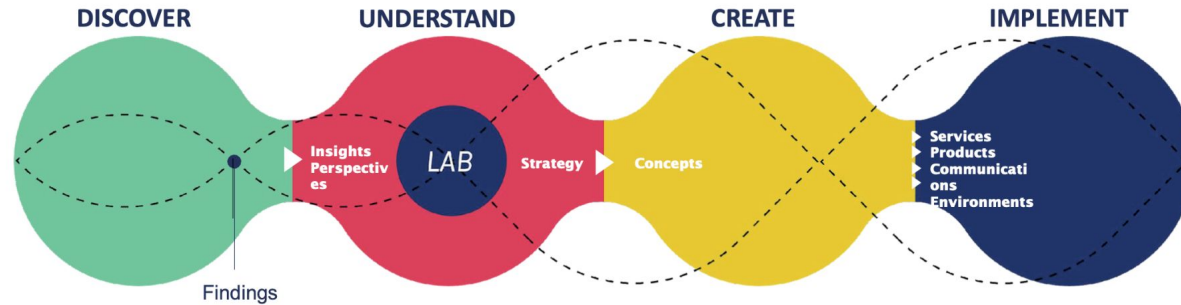


User Frustration



Ethical Concerns

Human Centred Design as a solution



We start by collating existing knowledge relating to the topic, and identify additional primary research to complement it

Analysing and synthesising the research allows us to gain new insight and highlights key opportunities to make impact

Inspired by the research, we start to explore potential solutions and to test prototypes with the people who will use them.

At this stage, our solution is brought to life.



Thank you