

The importance of understanding local context towards Euro-African collaboration

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Agenda

- 1 The importance of context**
- 2 Examples of technology success and failure**
- 3 Recommendations for collaboration**

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The importance of context

- **Traditional user-centered approaches for technology development do not consider cultural and contextual needs**
- **This results in deriving user requirements that do not give the right view of the real needs, leading to technology failure**
- **Contextual factors to consider**
 - Cultural norms and tradition
 - Appropriate tactics for community entry and engagement
 - Appropriate research techniques that involve the users and communities
 - Appropriate needs assessment practices
 - Infrastructure capacity of the targeted community
 - Solution maintenance costs



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Examples of technology success

Mercedes Benz trucks adapted for the African market



Example of context-relevant technology development



Examples of technology “failure”

Replacing of hand water pumps with less-efficient Playpumps



Examples of technology “failure” (cont.)

One laptop per child



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Recommendations for collaboration

- **Collaboration should be based on context awareness**
- **Technology developed should be advantageous from the viewpoint of the local users**
- **Development should be based on**
 - Understanding the real requirements
 - Understanding how technology that exists can be adapted to meet contextual requirements
- **Solutions developed should be relevant to local users, their needs and the available infrastructure**



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