

# STEEP Human-Centered Design Tool

the 5 categories in STEEP

## SOCIAL

- Demographics
- Education
- Major events & influence
- (Social) Media
  - Lifestyle
  - Culture
- Ethics/Values
- Gender Roles
  - Class Structure
  - Fashion

## TECH

- Emerging technologies
- Manufacturing
- Information & Communications
- Technology access + licensing
- Consumer buying channels

## ENVIRONMENT

- Weather and climate
- Conservation issues
- Natural resources
  - Food and agriculture
  - Pollution
  - Waste and recycling

## ECONOMIC

- Labor and unemployment
- Infrastructure quality
- Inflation + interest rates
- Industry issues
- Energy costs
- Trade and international economy
- Sharing or collaborative economies
- Income/Wealth gap

## POLITICAL

- Taxation
- Current legislation
- Regulatory bodies
- Wars and conflict
  - Lobbying
- Government policies
- Government change
- Funding and grants
- Community organizing

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