### STEEP Human-Centered Design Tool

#### the 5 categories in STEEP

<table>
<thead>
<tr>
<th>SOCIAL</th>
<th>TECH</th>
<th>ENVIRONMENT</th>
<th>ECONOMIC</th>
<th>POLITICAL</th>
</tr>
</thead>
</table>
| • Demographics  
  • Education  
  • Major events & influence  
  • (Social) Media  
  • Lifestyle  
  • Culture  
  • Ethics/Values  
  • Gender Roles  
  • Class Structure  
  • Fashion | • Emerging technologies  
  • Manufacturing  
  • Information & Communications  
  • Technology access + licensing  
  • Consumer buying channels | • Weather and climate  
  • Conservation issues  
  • Natural resources  
  • Food and agriculture  
  • Pollution  
  • Waste and recycling | • Labor and unemployment  
  • Infrastructure quality  
  • Inflation + interest rates  
  • Industry issues  
  • Energy costs  
  • Trade and international economy  
  • Sharing or collaborative economies  
  • Income/Wealth gap | • Taxation  
  • Current legislation  
  • Regulatory bodies  
  • Wars and conflict  
  • Lobbying  
  • Government policies  
  • Government change  
  • Funding and grants  
  • Community organizing |
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the 5 categories in STEEP

SOCIAL

TECH

ENVIRONMENT

ECONOMIC

POLITICAL