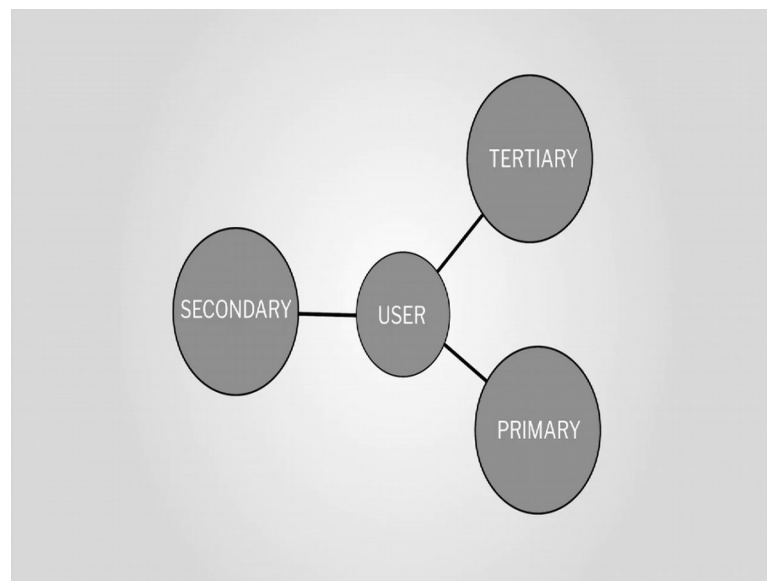


**Understanding Design**  
**Prof. Nina Sabnani**  
**Prof. B. K. Chakravarthy**  
**Department of Engineering Design**

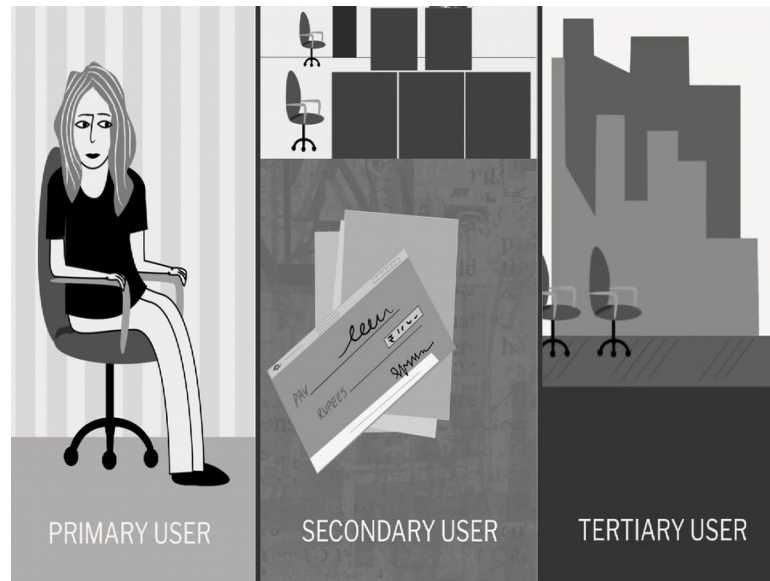
**Indian Institute of Technology, Bombay**  
**Module - 02**  
**Start of Section 2**  
**Lecture - 09**  
**Multiple users, differing contexts**

Now, that certainly tells us just how much thought about context goes into successful designing. Delving a bit deeper into context we find there are several kinds of users about all of whom we need to know. There are at least three types of users; the primary user, the secondary user, and the tertiary user.

(Refer Slide Time: 00:09)



(Refer Slide Time: 00:27)



In case of the office chair, the primary user is the person who is going to sit in the chair. The secondary user could be the people buying and maintaining the chair, and the tertiary users are the ones who are manufacturing and transporting. The designer must understand the requirements of each user, so that all the user issues are taken care of. So, now, we have multiple contexts to look at.

So, that was about understanding multiple users, but when it comes to personal issues like health and diet. We need to understand the socio-cultural context of the users, go to the tab and you know what to do.