

Digital Marketplace: Design Implications For Indigenous Rural Micro-enterprises

Yang Bong

PhD Candidate- 2021 Cohort



Image source: Business Today

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ACADEMIC IMPACT

- Contribution to HCI literature in implications for post-colonial and pluriversal computing of digital marketplace for rural, indigenous and marginalized communities.
- Design framework for participatory-design of computer systems with rural micro-enterprises.

REAL WORLD IMPACT

- Providing tech designers with empirically supported implications for design that is inclusive and considerate of the needs of rural micro-enterprises.
- Informing governmental digital policy in the digitalization of rural indigenous businesses.
- Improving the technological use amongst rural micro-enterprises.

