

# ASKING SOCIAL QUESTIONS

Does the product make life better for people who use it in any way?  
If it doesn't, should we make it at all? If it does, who will benefit and in what way?

Does the product make life better for the people who make it?  
Do they get treated fairly in wages and work conditions?

Does the product encourage us to be sociable, to enjoy the company of others when we want to?  
Or does it encourage us to be more isolated?

Is the product appropriate for the age and/or gender group at which it is targeted?

Does the product meet the needs of people today without limiting the ability of future generations to meet their needs satisfactorily?  
Are we "stealing from the future" by using up too many resources?

Does the product have positive or negative results for people living elsewhere in the world, especially poor people?

Does the product take account of disability, e.g. sight, hearing, physical? Can it be understood, read and used by those with disabilities? Does it improve life for those with disability?

Does the way the product is made enable people to enjoy their work?