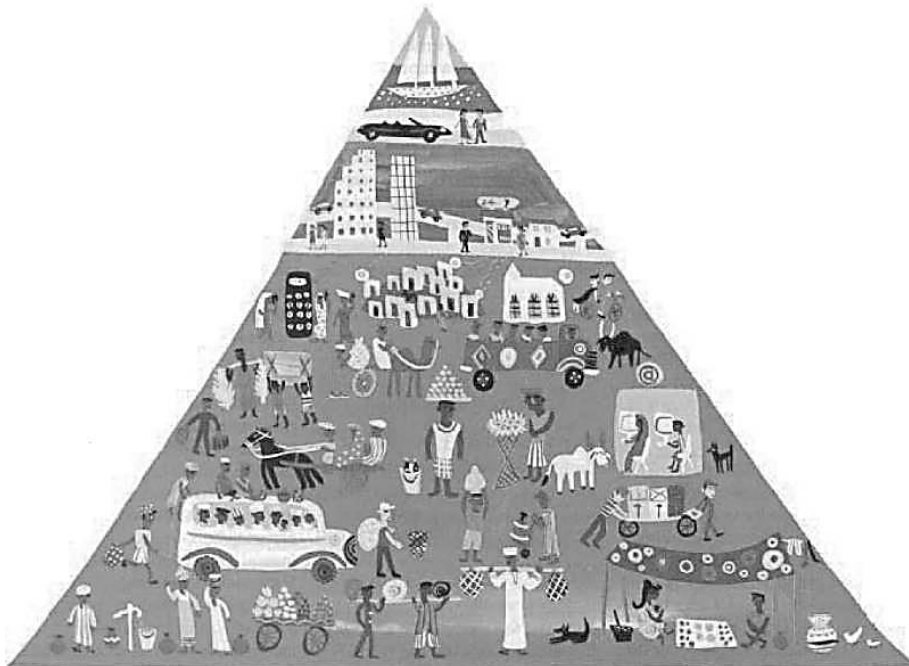
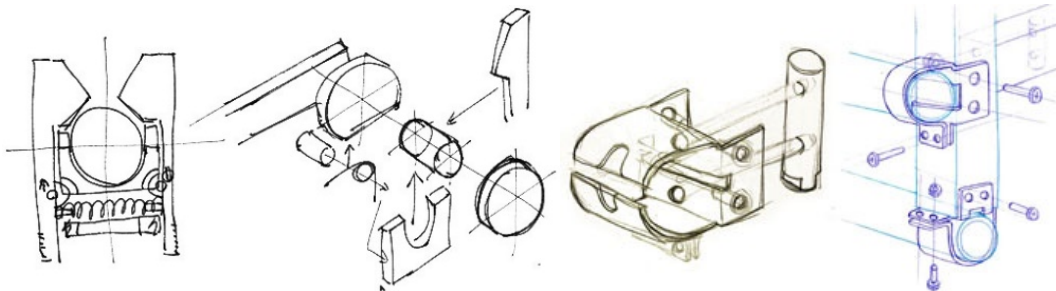


## #PDRL-4: Effect of market context on idea generation in engineering design

There is a sharp contrast between markets in developed countries and markets of marginalised people in developing countries. This project will generate knowledge about how ideas generated by engineers differ depending on the type of market. This knowledge is crucial for companies and NGOs to design products for different kinds of markets.



*People in developed countries vs. marginalised people in developing countries*

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