

# IDEATE

INNOVATE-DESIGN-ENGAGE AT TACOMA.EDU

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## WELCOME TO SPRING!

*A message from Associate Vice Chancellor for Innovation and Global Engagement,  
Dr. Divya McMillin*

Welcome to Spring Quarter! Vaccines, graduation, sunshine, new community collaborations--all of these give us hope! All of us in the Global Innovation and Design Lab renew our warm invitation to everyone at UW Tacoma and beyond, to connect with us, learn what we do, and explore how we might support your projects and innovations. Please use the [Innovate With Us](#) link to get in touch!

Our *INNOVATE TACOMA* series, launched in June 2020 to help area organizations cope with the pandemic and its differentiated impact across sectors, resulted in a high volume of projects. We are bringing a few to a close (featured in this issue) even as we take on new ones. An inspiring discovery is the high potential for student engagement. With anywhere from two to twenty students per project, with opportunities to build skills in user research, creative problem solving, writing, public speaking, and facilitation (to name just a few), we are exploring the possibility of offering *microcredentials*. We know these are in use in pockets across campus but will be opening this up to cross-campus conversations including faculty, staff, and students. Our initial brainstorm with our Community Advisory Board brought inspiring results. Stay tuned. *I wish everyone a very happy and successful Spring quarter!*



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## SPRING '21 COMMUNITY PROJECTS



Tacoma Pierce County  
Chamber of Commerce



Institute for Black  
Justice

## THE FUTURE IS YOUTH: DESIGNING PATHWAYS TO CIVIC ENGAGEMENT AND LEADERSHIP

*Presented at the South Sound  
Together Next Leaders Forum*

### How might we increase the number of young people who aspire to civic engagement in the South Sound?

The Next Leaders Forum on March 17, 2021, hosted by Bates Technical College and Tacoma Community College, was the culmination of the first phase of the South Sound Together (SST)-sponsored effort to support youth civic engagement. During this phase, as detailed in our [December 2020 issue](#), the GID Lab brought together 24 students from three institutions, including four SST members, in a design sprint to address the opening question above.

At the Forum, Dr. Divya McMillin was invited to present a synopsis of the workshops while SST executive committee member Chancellor Mark Pagano opened a call for proposals from area youth organizations to avail of \$40,000 in funding for civic engagement initiatives.

To summarize from the design thinking workshops at UW Tacoma, the following primary barriers to civic engagement emerged:

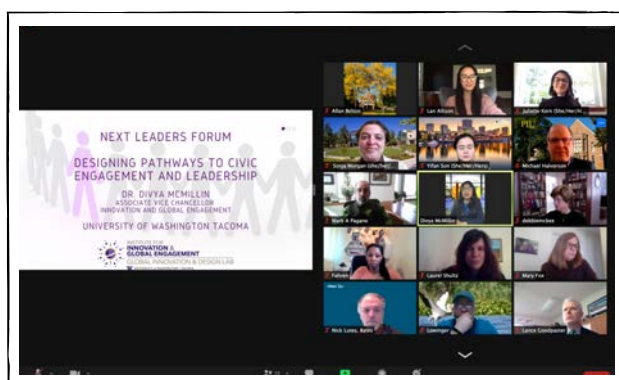
- **Financial constraints**
- **Time limitations**
- **Lack of Connection or Networking**
- **Other:** self-esteem issues; new to the areas; impostor syndrome; not believing one can make a difference.



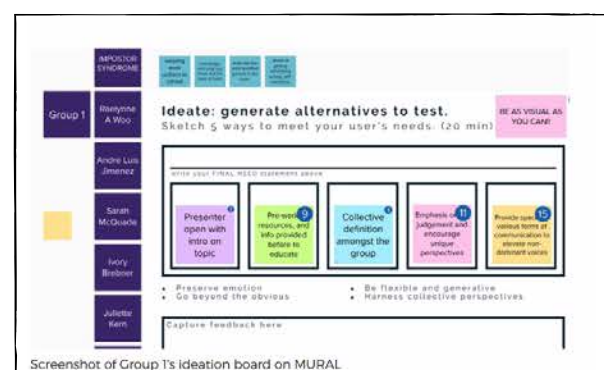
Participants used MURAL to turn the top barriers into 11 ideas and ultimately 13 prototypes for solutions. Prototypes included creating **safe spaces** to express ideas, a **civic engagement bus** to bring issues to neighborhoods, **curricular changes** to include engagement activities within class time, and creating **course credit** for such activities.

In addition, the GID Lab team made the following recommendations:

- Make explicit the **framework for inclusivity** and design justice so all participants feel welcomed and heard
- Display the prototypes or ideas on a **digital platform** for ongoing review and feedback
- Create a **"connectivity wall"** for local area service providers and non-profits to take this work forward long-term
- Create a platform/**digital map** where organizations/civic engagement efforts make transparent their sources of funding and method and framework for operations
- Ensure **small group activity** whether in-person or virtual.



Picture 1: Dr. Divya McMillin's presentation at the Next Leaders Forum



Picture 2: Ideations for impostor syndrome and overloaded schedules

## ACCESSIBILITY FOR STUDENT RESOURCES ON CAMPUS: A STUDENT-LED PROJECT

Dr. Emma Rose's T GID 320 Innovation and Design Studio Class Project



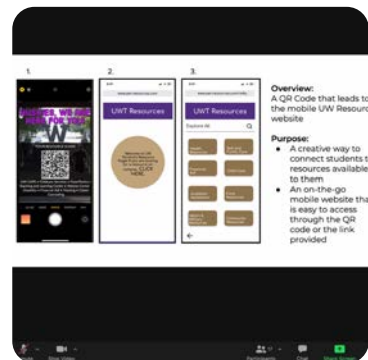
On March 16, as Winter Quarter wrapped up, Dr. Emma Rose's T GID 320 Innovation and Design Studio class presented three prototypes to three academic advisors, who served as stakeholders, addressing the design challenge of how to make UWT resources more accessible to students. This is the first quarter T GID 320 was offered and serves as one of the core classes students must take to graduate with a Minor in Innovation and Design.

A QR code that directs students straight to the resources, a chatbot to help guide students in the right direction, and a resource tracker that houses all materials under one roof were the three prototypes that were presented by the 11 students in a culminating class presentation.

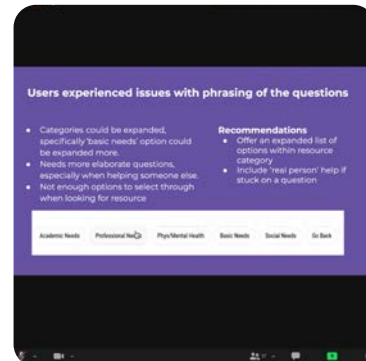
As any good design challenge does, the students began with gathering user research and empathy to understand their target audience. They held stakeholder and participant interviews, sent out a student survey, and read a multitude of published literature to better align themselves.

A thorough persona was the result of their user research. From there, the class split into small groups to flesh out their prototypes.

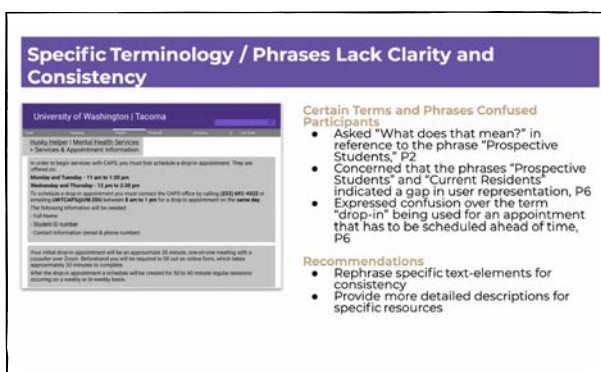
T GID 320 will be taught again in the Spring Quarter where students will have the option to continue this project and take one of the prototypes to the testing phase!



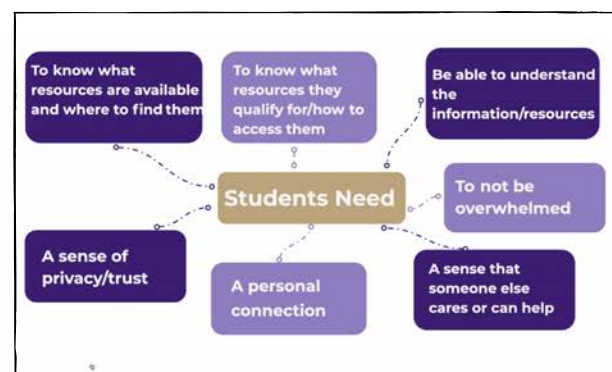
Picture 4: Usability study findings for QR Resource prototype



Picture 5: Usability study findings for Chatbot prototype



Picture 3: Usability study findings for *Husky Helper* prototype



Picture 6: Student needs based on user research performed by the students



## WINTER 2021 COMMUNITY PARTNERS WORKSHOP RECAP

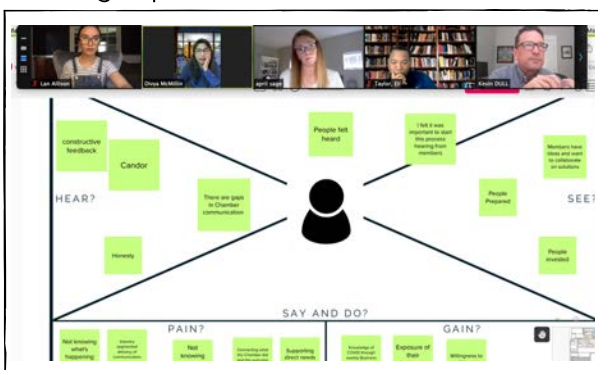
### TACOMA PIERCE COUNTY CHAMBER OF COMMERCE (TPCC)

As part of its *Innovate Tacoma* series, the GID Lab worked with the TPCC during March 2021, on its new mission to **"Make the South Sound the most equitable and inclusive place to do business in Washington State."** A core team of six members from TPCC's Board of Directors participated in an intense design sprint through the phases of empathy, ideation, prototyping, and iteration. A survey to all 837 members of the TPCC served as an excellent landscape from which to begin the sprint, with candid responses on the biggest challenge members faced in the next six-12 months of a reopening economy, as well as the innovations they were most proud of in the past six months.

Workshop 1 focused on narrowing down a "How Might We?" statement for the team and included user interviews with nine businesses around the South Sound. In Workshop 2, the participants created empathy maps and ideated based on the barriers that arose. Guest speakers Mark Wales (Workforce Institute) and Jenine Bogrand (Deloitte) spoke to the group about the future of work.

In an exciting and long(!) Workshop 3, participants took all of their user research, ideations, design challenges, and turned them into practical strategies to make the TPCC's commitment more visible.

The GID Lab team, with the TPCC core team as co-designers, will lead the June Board of Directors retreat, as all members use the prototypes to create its next strategic plan.



Picture 7: Team A presenting their user interview empathy map

### INSTITUTE FOR BLACK JUSTICE (IBJ)

The Institute for Black Justice's Freedom Summer Symposium is another inspiring project undertaken by the GID Lab in its *Innovate Tacoma* series. On March 23, the GID Lab held its first need-finding workshop with four members of the IBJ braintrust, to define the theme and format of the June 28-30 *Freedom Summer Symposium*. The three-day event will celebrate youth leaders and activists, and bring the community together on issues of social justice.

During the first workshop, the core group worked on fleshing out an overall theme for the Symposium and ideated on activities for the event. The pre-work involved creating How Might We (HMW) statements and narrowing them down to a specific need statement through the process of 5 Whys.

A bullseye diagram of importance and feasibility helped pick the top choices for the direction of the Symposium and the best need-finding statement. Splitting up into two teams, the IBJ members iterated activities and brainstormed events that could be used to structure the Symposium schedule.

In May 2021, the GID Lab will lead 30 youth selected by the IBJ in two design thinking workshops to draw out specific ways in which we can build multigenerational legacy communities and strength networks. All youth participants will receive a stipend. They will present their work at the Symposium.



Picture 8: The IBJ team organizing their HMWs onto a priority/feasibility bullseye

## WINTER 2021 GID AWARDEE REFLECTIONS

### FAITH KIM

Throughout the Winter quarter, I had the opportunity to work with the Coco team alongside Professor Weichao Yuwen. The Coco (Caring for Caregivers Online) team is a tri-campus team that is in the works of creating a chatbot that utilizes artificial intelligence to detect caregivers' feelings and propose self-help solutions or direct caregivers to appropriate healthcare resources.

As a GID Award recipient, we collaborated with other members and UW Tacoma HR stakeholder Casey Byrne to

research the different caregiving resources that are available at the UW and how they apply to caregivers' lives. We began by curating a master spreadsheet of most if not all the caregiving resources available such as healthcare resources, childcare resources, eldercare, self, and family care, mental health care resources, and more. With the help of HR representative Casey Byrne, we have been able to reach out to some caregivers that are UW faculty and staff to conduct these user interviews as empathy is the first step for any design problem.

This quarter was different because I got to practice research, interview, and usability study skills in more depth. Something I learned about myself as a student and a novice UX designer is that I am learning to become more of a self-starter person. With Coco being an already established team, I've never been thrown into a project during the middle of it and this has been an exciting and nerve-racking experience. I learned and grew a lot from my colleagues and supporting faculty and I am thrilled to continue this journey as a UX designer and researcher.

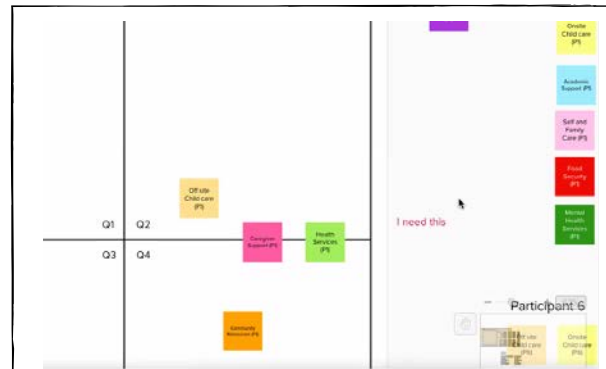
### KALYN JONES

My experience with the Global Innovation and Design lab this quarter was very different from the previous quarter. Last quarter, we worked with several groups to help coordinate their ideation and prototyping session via Zoom. This quarter we worked with a tri-campus University of Washington team that is currently developing an application called COCO Bot for caregivers to relieve their stress and anxiety. When we joined them, the team was well into developing the interfaces and prototyping the COCO Bot app. Faith and I had regular meetings with the Faculty leader for COCO Bot, as well as the COCO Bot Design team, where we discussed our work compiling a spreadsheet of resources available to University of Washington employees, staff, and faculty. These resources consisted of childcare resources, eldercare, food security, therapy, and more.

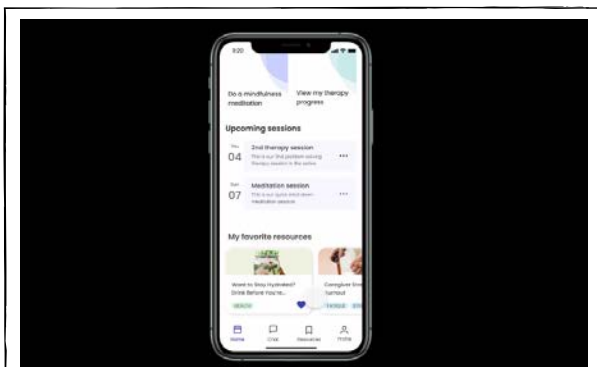
I had the privilege of taking notes during these user testing sessions and it was very enlightening hearing about caregiver needs and experiences during the

pandemic, as well as hearing their thoughts about the design of the app and how they would navigate through the app. I was also able to facilitate one of these sessions and I enjoyed talking to the caregiver about their experiences and guiding them through the prototype.

Overall, I learned a lot about study kits and usability testing during this quarter with the GID lab and seeing firsthand, the work of the entire COCO Bot team!



Picture 9: CocoBot usability study, *I Like, I Wish, What If* exercise with participant



Picture 10: CocoBot AI prototype built out on Figma

## A SPECIAL THANK YOU TO OUR SPONSORS AND MEMBERS!

### GLOBAL

Cal Bamford  
The Bamford Foundation  
Tacoma Pierce County Chamber of Commerce

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Institute for Black Justice  
South Sound Together  
Titus Will  
United Way of Pierce County

### NETWORK

Drew Bamford  
Brian Allan Marlow  
Korsmo Construction  
M Agency

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