

IDEATE

INNOVATE - DESIGN - ENGAGE AT TACOMA.EDU

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SPRING PROJECT UPDATES - TPCC & IBJ PROJECTS

With a full design sprint with the Tacoma Pierce County Chamber of Commerce on *making the South Sound the most equitable and inclusive place to do business*, and with the Institute for Black Justice brain trust on the theme of their upcoming Freedom Summer Symposium, in addition to supporting students and faculty in the Innovation and Design Minor, the GID Lab has had a packed Spring!

The first phase of our work with the TPCC concluded with an in-depth report which the project team will present at the annual Board of Directors Retreat. The GID Lab team will lead the Board through two design thinking workshops to iterate on the process prototypes and implement them for the 2021-26 strategic plan.

In March, the Lab also conducted a need-finding workshop with four core members of IBJ to ideate for the theme of their June Freedom Summer Symposium. This workshop allowed the team to understand the needs of their audience and ideate for the activities and programming of their event. *In the lead-up to the event, the Lab will conduct a pre-workshop with all 30 participants of the Symposium to help prepare them for the design thinking workshops they will be doing. In addition, the Lab will host two workshops during the June event to address *How might we reimagine and reconstruct the dream of true justice.**

The Lab has had a wonderful making connections with the two community partners and looks forward to more innovation, design, and equitable problem-solving come this June!

For more information on the two projects, please see our March IDEATE

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SPRING '21 COMMUNITY PROJECTS



Tacoma Pierce County
Chamber of Commerce



Institute for Black
Justice

THE LITTLE FREE LIBRARY PROJECT

By TeyAnjulee Leon and Eric Wilson-Edge

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:

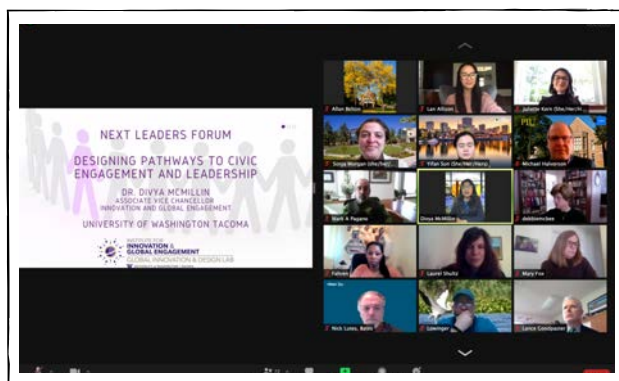
- **Financial constraints**
- **Time limitations**
- **Lack of Connection or Networking**
- **Other:** self-esteem issues; new to the areas; impostor syndrome; not believing one can make a difference.



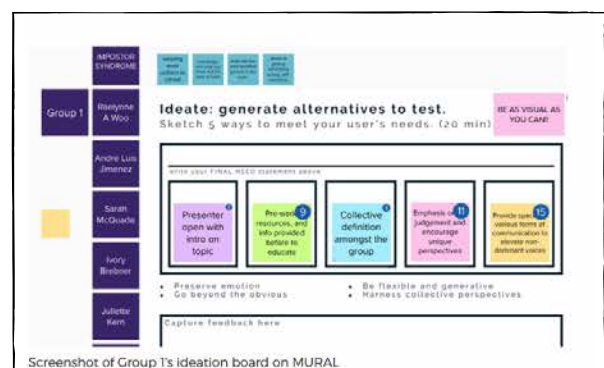
Participants used MURAL to turn the top barriers into 11 ideas and ultimately 13 prototypes for solutions. Prototypes included creating **safe spaces** to express ideas, a **civic engagement bus** to bring issues to neighborhoods, **curricular changes** to include engagement activities within class time,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

"TITLE"

By Olga Shatunova



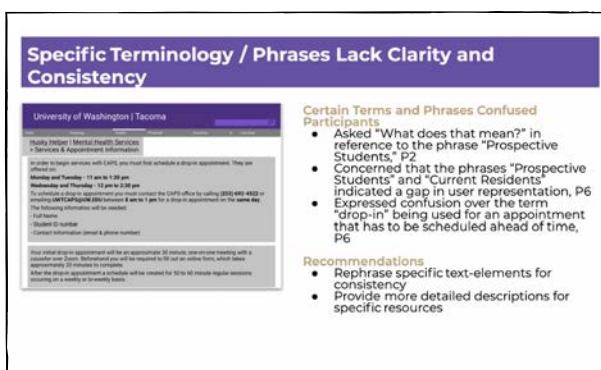
On March 16, as Winter Quarter wrapped up, Dr. Emma Rose's T GID 320 Innovation and Design Studio class presented three prototypes to three academic advisors, who served as stakeholders, addressing the design challenge of how to make UWT resources more accessible to students. This is the first quarter 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.

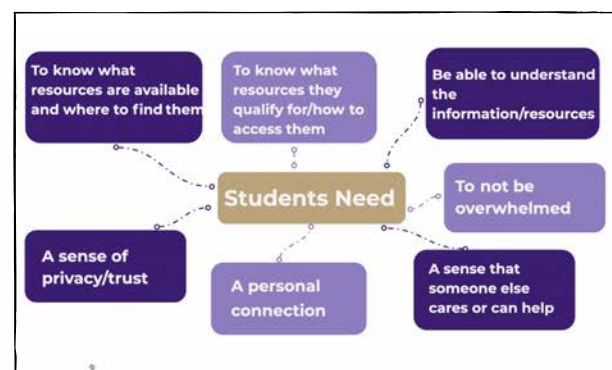
As any good design challenge does, the students began with gathering user research and empathy to understand their target audience. They held stakeholder and participant interviews, sent out a student survey, and read a multitude of published literature to better align themselves.

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 3: Usability study findings for *Husky Helper* prototype



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

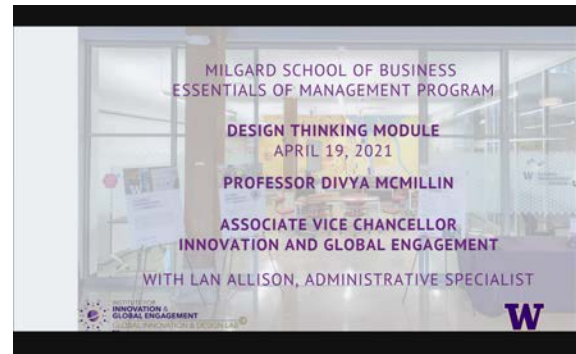
"TITLE FOR CAB MEMBER EXCERPT"

On Monday, April 19th, Associate Vice Chancellor, Divya McMillin, and GID Lab's Administrative Assistant, Lan Allison, conducted an introduction to design thinking workshop for the Milgard School of Business's Essentials of Management program. 13 students gathered for their last module of the 12-week program to obtain a digital badge. In the three hour class, students were given an introduction to what design thinking is and how they can apply it to everyday problem-solving.

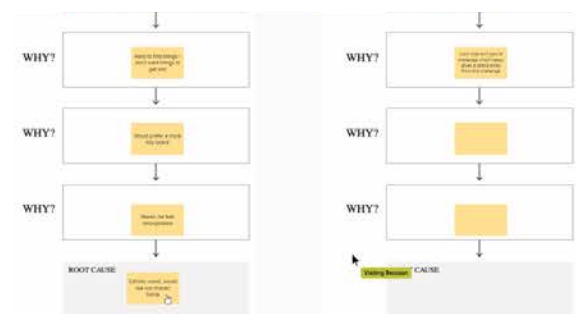
Broken up into seven groups of two, each pair was asked to think of a current problem they are dealing with. Through the 5 Whys process, each student was able to take their initial problem statement and drill down to a root problem. With this in mind, the teams spent time prototyping solutions to their partner's new problem statement. These problems ranged from not getting enough sleep at night to managing organization, work relations, and faculty/student relations on campus.

With only 25 minutes to ideate, students stepped up to the challenge and brainstormed solutions such as creating a dinner time activity, scheduling time to clean, or a suggestion box to keep communication open. Working on MURAL, the students gathered pictures to represent their ideations in a big group share out.

As this was the last module in their course, the last bit of the workshop was dedicated to celebrating their completion of the program! A new lens for problem-solving that they can take with them for their future endeavors is a perfect way to end a course!



Picture : Students were given an introduction to design thinking.

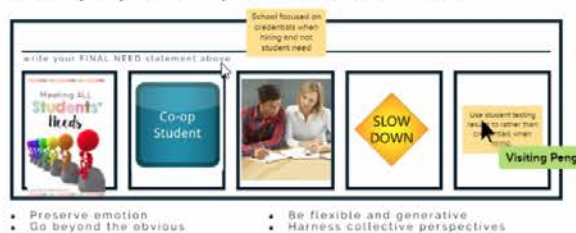


Picture : Each pair took turns going through the 5 Whys process to narrow their problem.



Picture : The class ended with a celebration!

Ideate: generate alternatives to test.
Sketch 5 ways to meet your user's needs. (20 min)



Picture : Ideations to solve better student-professor relations and student needs.

Ideate: generate alternatives to test.
Sketch 5 ways to meet your user's needs. (20 min)



Picture : Ideations to address lack of compassion in the workplace.

UPCOMING PROJECTS FOR THE LAB!

UNIVERSITY OF WASHINGTON TACOMA OFFICE OF ADVANCEMENT

"The Office of Advancement works with all areas of the campus and the community to encourage support of and participation in the University's mission and goals." - Office of Advancement

The GID Lab will engage the aid in aligning values, vision, and mission through fundraising!



MILGARD SCHOOL OF BUSINESS: TBUS 490 - INNOVATION THROUGH DESIGN THINKING



The GID Lab will be conducting a design thinking sprint for the students of TBUS 490 during Summer Quarter 2021! Students will be introduced to design thinking and innovation applied to real-world problem-solving.

GLOBE MANUFACTURING

The GID Lab will be conducting a design thinking sprint for the students of TBUS 490 during Summer Quarter 2021! Students will be introduced to design thinking and innovation applied to real-world problem-solving.



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WE WELCOME YOUR IDEAS AND INVITE YOU TO GET INVOLVED IN OUR COMMUNITY PROJECTS BY CLICKING THE THE LINK BELOW.



GET FEATURED IN IDEATE!

THE GID LAB WELCOMES STORIES OF INNOVATION, DESIGN, AND RESEARCH FROM THE COMMUNITY.

SUBMIT STORIES TO
GLOBALID@UW.EDU

MEET THE FIRST GRADUATES OF THE MINOR FOR INNOVATION AND DESIGN!

As the Minor for Innovation and Design launched Winter Quarter 2021, the GID Lab is proud to showcase the first seven students who will be graduating this Spring with the new minor!



Faith Kim, Writing Studies:
Technical Communication
(Spring Quarter GID Awardee)



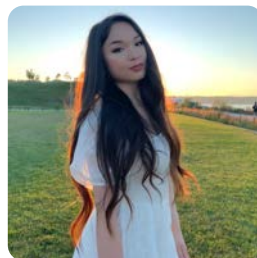
Dale Baker Jr., Communication



Rodrigo Elizondo,
Communication



Oluwaseyi Faleke, Writing
Studies: Technical
Communication



Vanessa Sundita, Writing Studies:
Technical Communication



Dylan Heitman, Writing Studies:
Technical Communication



Rebecca Phillips, Psychology

Once I gain some work experience my main goal is to be able to create my own start-up to assist local and small businesses to grow through social media and conscious UX design and writing. I am so grateful for all the connections and experiences I have gained from UWT and specifically this minor.

**WE WELCOME YOUR
IDEAS AND INVITE YOU
TO GET INVOLVED IN
OUR COMMUNITY
PROJECTS! PLEASE
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A SPECIAL THANK YOU TO OUR SPONSORS AND MEMBERS!

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