IDEATE

INNOVATE-DESIGN-ENGAGE AT TACOMA.EDU

UNITED WAY OF PIERCE COUNTY FROM POVERTY TO POSSIBILITIES SUMMIT 2020

Resilient Communities through Human-Centered Design

A food delivery app, a dual mentorship-tutoring system, a school wellness check system, and a community garden were just some of the exciting prototypes that emerged from the Resilient Communities Through Human Centered Design workshop conducted by the GID Lab team for over 150 participants at United Way of Pierce County's (UWPC) November 10, 2020, *From Poverty to Possibilities* Summit.

The GID Lab team wrapped up its report early this year, detailing over six months of fieldwork that culminated in the Summit, which was attended by over 350 registrants representing businesses, direct service organizations, advocacy groups, faith-based organizations, government and academia, and individuals with lived experience of unaffordable housing. The report will serve as an enduring resource for our community, with inspiring design challenges that center the voices of ALICE families and service providers and represent the collaborative efforts of all present. Guided by the frameworks of Design Justice and Trauma, Equity, and Resilience, we collectively addressed the following bias-to-action prompt: **Through a lens of trauma, equity, and resilience, how might we reimagine our current health and human service systems to support ALICE families to overcome poverty?**

ALICE represents families who are Asset Limited, Income Constrained, and Employed. ALICE is a way to define and understand the struggles of households that earn above the Federal Poverty Level, but not enough to afford and maintain a comfortable and livable household.

Picture 1: Community garden prototype

Picture 2: Interlinked service system prototype

From Poverty to Possibilities cont.

The workshop resulted in over 150 participants breaking out into groups and prototyping solutions based on eight empathy stories. These stories were a composite of research as well as interviews and focus group data collected by the UWPC group and the GID Lab over summer 2020. The two groups created and disseminated community surveys on the accessibility of health and human services and the responses provided the basis for focus groups and interviews in September 2020 with ALICE families as well as service providers.

The excitement with which participants proudly shared their ideas, prototypes, and dreams for the future, was inspiring. The GID Lab team is honored to partner with UWPC on this important effort for an equitable society.

GID LAB SPOTLIGHT

WINTER 2021 AWARDEES

Faith Kim, Writing Studies: Technical Communication Major, Innovation and Design Minor

"I'm very excited to be working with the GID Lab again this quarter along with Professor Weichao Yuwen and the COCOBot team! "

Kalyn Jones, Information Technology and Writing Studies Major

"This is my second quarter working with the GID Lab. I'm looking forward to working with the COCOBot design team this quarter! "

WINTER 2021 AWARD FACULTY ADVISOR

Weichao Yuwen, Ph. D., RN
Assistant Professor for the School of Nursing & Healthcare Leadership

"The COCO team is excited to work with the GID Lab and the two Awardees. We will be focusing on customizing the existing COCO platform with UW-specific resources, and design and develop a UW-COCO app that will be launched in the Spring to support our working and studying family caregivers on campus. "

OUR NEW ADMINISTRATIVE SPECIALIST!

Lan Allison, BA in Writing Studies: Technical Communication

"I am thrilled and honored to take on this role and continue with the amazing work of the GID Lab!"

WE WELCOME YOUR IDEAS AND INVITE YOU TO GET INVOLVED IN OUR COMMUNITY PROJECTS! PLEASE CLICK THE LINK BELOW TO INNOVATE WITH US!

AN INTERVIEW WITH SENIOR CONSULTANT, EXPERIENCE DESIGN AMINA ADEN, MA

Note: This Q&A has been edited for length

On Monday, December 7, 2020, the GID Lab hosted an intimate virtual Q&A with Amina Aden, Senior Consultant, Experience Design at Appnovation. Aden is based in London with experience across Europe, the Middle East, and Africa (EMEA) with a background in international development. In her current role, she manages all UX projects in Europe from discovery to builds. The following are snippets of the Q&A asked by the GID Awardees.

Q: How did you get into UX?
I completed the General Assembly's User Experience Design Immersive in Washington, DC then started freelancing. Freelancing was challenging, as it was a lot to navigate on my own. After moving to London, I transitioned to an agency, which threw me into the deep end of the pool – but I found the foundation and structure reassuring.

Q: What does a "day in the life" look like for you?
It depends on the position and the organization you work for. Essentially as a UX designer, your job is to communicate designs to answer the problem you're trying to address. Your deliverables depend on the situation and could be a keynote or Google slides, wireframes, prototypes, or even a workshop to better define the question. The day-to-day varies and depends on the project. You have a toolbox of methodologies to problem solve and that can be sketching, telling a story, ideating, etc.

Q: As a woman of color, what has your experience been like in the industry?
Representation exists, which is nice and I love the design process because I feel it's inherently my experience as a Black woman from Somalia with our tradition of oracles and storytelling.
While there are still huge issues, there are many UX designers out there focused on creating transformative change instead of designing for businesses.

Q: How do you handle job descriptions that ask for an unrealistic multitude of expectations and experience?
Requiring job applicants to wear dozens of different hats is an unfair part of the market right now. What's the value in spreading yourself thin? Instead, be confident in the skills you have. If you are interested in front end web development, go ahead and pursue that, as communication with developers is important, but don't think that you need coding skills.
Experience is tough because it's a chicken and egg scenario. But remember that you have the skills and education and therefore you should also have the confidence to succeed. It's important to network and get your hands dirty. If you feel like you still need experience, sit down, and identify a design problem and create your own case study.

MINOR IN INNOVATION & DESIGN: ENROLL NOW!

Interested in working with community and industry partners to solve real world problems? Students from all majors are encouraged to enroll!

For more information, visit our website.

An Interview with Amina Aden contd.

Q: How do you handle negotiations for compensation?

First, culture is not a benefit – ping-pong tables are not a benefit, but healthcare is important. You should have a salary number you're comfortable with (know your needs), and then shoot higher. Ask, ask, ask! Training and professional development are also important.

Q: What guidance or feedback do you have for creating a portfolio?

Look inwards before going outwards by conducting personal "workshops" to identify what you like on different job descriptions. Create your own sticky note wall and map out what you want or what's interesting to you. Do your research and find other people's portfolios that are working at places you want to work at and mimic their language and attend meet-ups.

Q: How do you stay competitive in the current landscape?

Don't try to wear all the hats or please all the people – be a strong UX designer and that means be able to tell your story within the design process. Even with larger projects, it's important to be able to breakdown activities into smaller pieces and focus on what YOU accomplished (as opposed to your team).

APPLY TO BE A SPRING 2021 GID AWARDEE!

Interested in getting hands-on design thinking experience working with local community partners on real-world problems? Apply HERE! Applications accepted on a rolling basis.

A HUGE CONGRATULATIONS TO OUR PROGRAM ADMINISTRATOR, KRISSY!

At the very end of 2020, Krissy and her husband Adam welcomed their first child into the world! She weighed 6 lbs. 8 oz. and is as happy and healthy as can be! The GID Lab is thrilled for Krissy and her family as they enter this new chapter of life.

Krissy will be on family leave from now until June 2021. Please feel free to reach out to the Administrative Specialist, Lan Allison at lan05@uw.edu.

FOLLOW US ON SOCIAL MEDIA!

Twitter: @GlobalIDT
Instagram: GID_Lab

Stay up to date on all things GID Lab, events, and student-led activities!