Design Thinking for Justice

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Global Innovation and Design Lab

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Multicultural Child and Family Hope Center Workshop

Empathize: Who is MCFHC and what are they trying to solve?

● “HMW strategically communicate with our key stakeholders to improve our partnerships?”

Define: Determine the root cause of the problem

● “HMW tell a concise story about our one-stop shop?”
● “HMW communicate the current and future impact of the Multicultural Center?”
Multicultural Child and Family Hope Center Workshop

**Ideate:** Brainstorm ideas using the HMW statements

- 17 different ideas generated

**Prototype:** Physically visualize top ideas using paper, styrofoam, pipe cleaners, etc.

- 3 prototypes created:
  - Developed an inspiring structure highlighting their mission
  - Created informative packets
  - Drew out a storyboard of customer testimonials
Social Justice Research and Scholarship Institute Poster Project

Goal: Design a poster that will further the discussion surrounding social justice.

Process:

- Meet client
- Determine their needs
- Brainstorm ideas together
- Sketch concepts
- Create mockups individually
Social Justice Research and Scholarship Institute Poster Project

Process:

- Share initial mockups with client
- Use feedback to refine final design
- Share final design
- Client uses design
- Receive feedback
Institute for Black Justice Workshop

Creative Pairing Exercise: Build creative confidence

Empathize: Understand that our experiences and differences are an asset in the design thinking process.
- Learn from failure and embrace ambiguity

Define: Determine the challenges that black communities face in achieving economic prosperity
- Unequal distribution of assets
Brainstorming: How to ensure financial security for everyone in the black community?

- **Opportunities**: Hire minorities, youth outreach, mentorship
- **Barriers**: Economic literacy, cost, capitalism, gentrification

Prototype: Developed actionable plans, advocated for equal opportunities and financial literacy for black equity.

- 3 prototypes created
  - Community Resources
  - Financial Literacy Plans
  - Get points by using local banks
Global Connection

Design thinking is a universal problem solving method that helps solve social justice issues globally.

- Multicultural communities, children, and families
- Social Justice
- Black Justice
Thank you!

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