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The Tragedy of Faculty Frank: Creating Dynamic Assessment Tools to Inspire Holistic Innovation

Leyton, Denise; Garcia, Sheila

<https://hdl.handle.net/2027.42/146794>

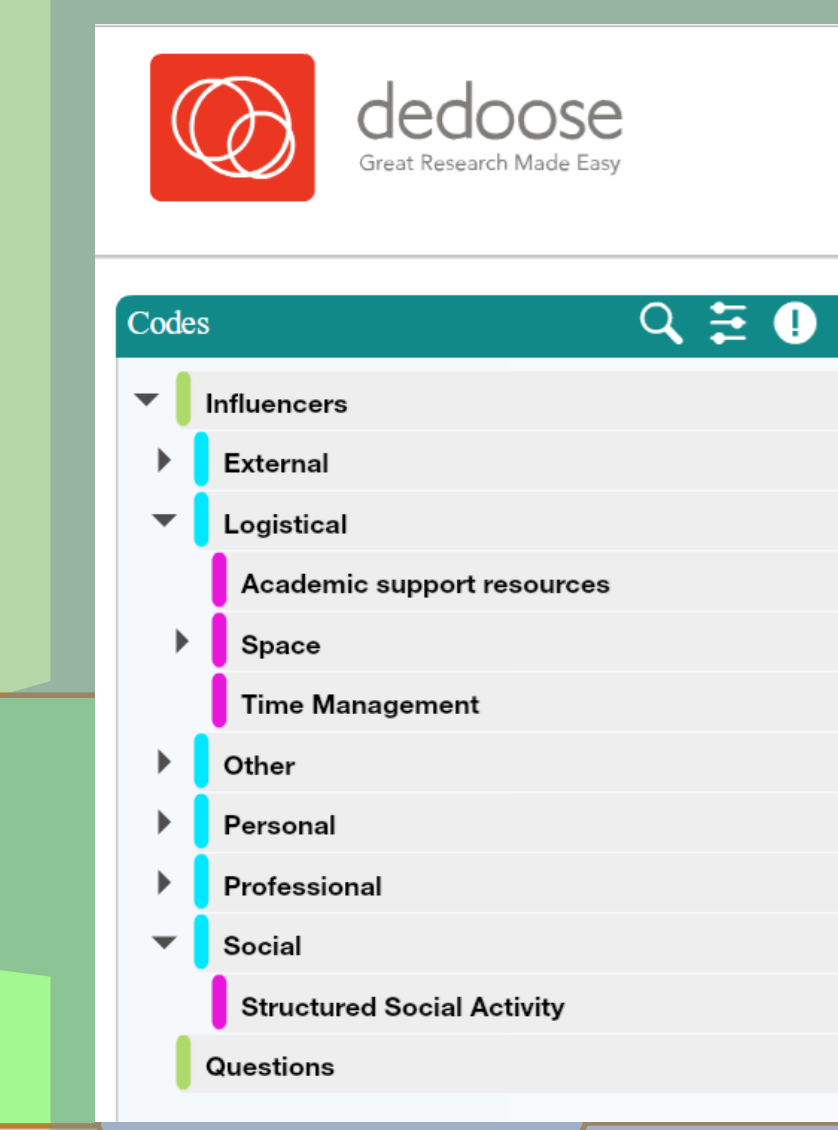
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Downloaded from Deep Blue, University of Michigan's institutional repository

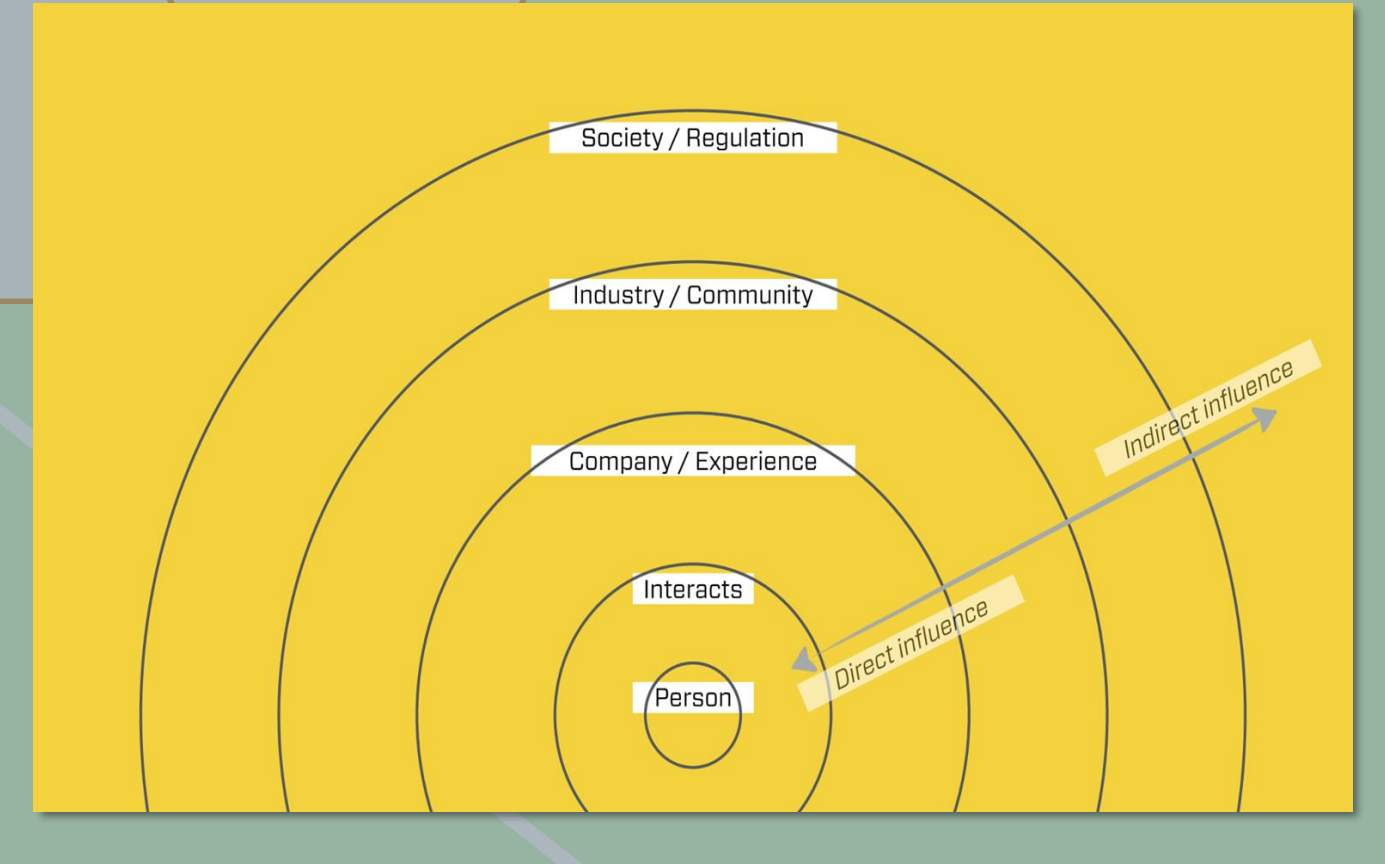
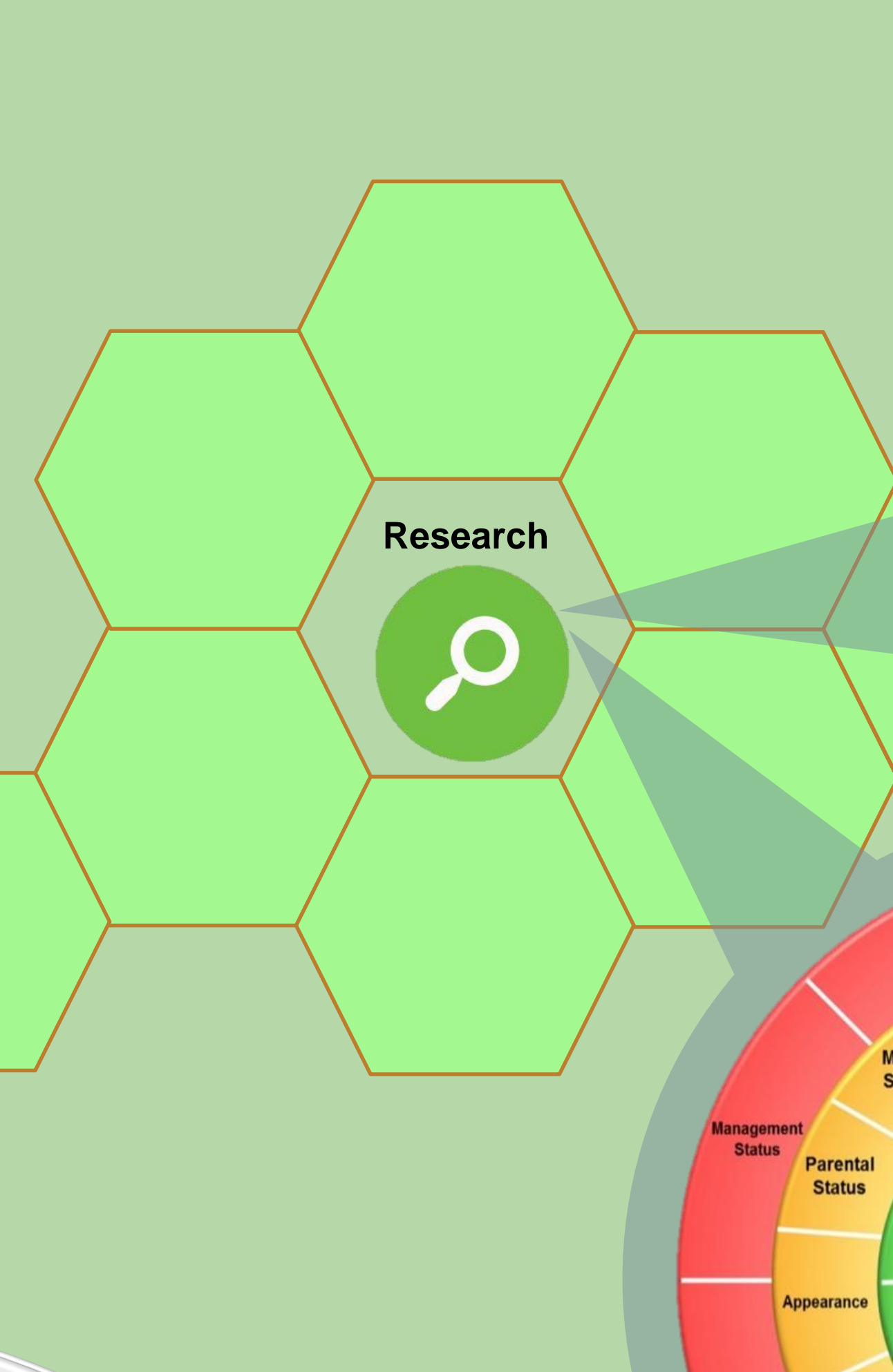
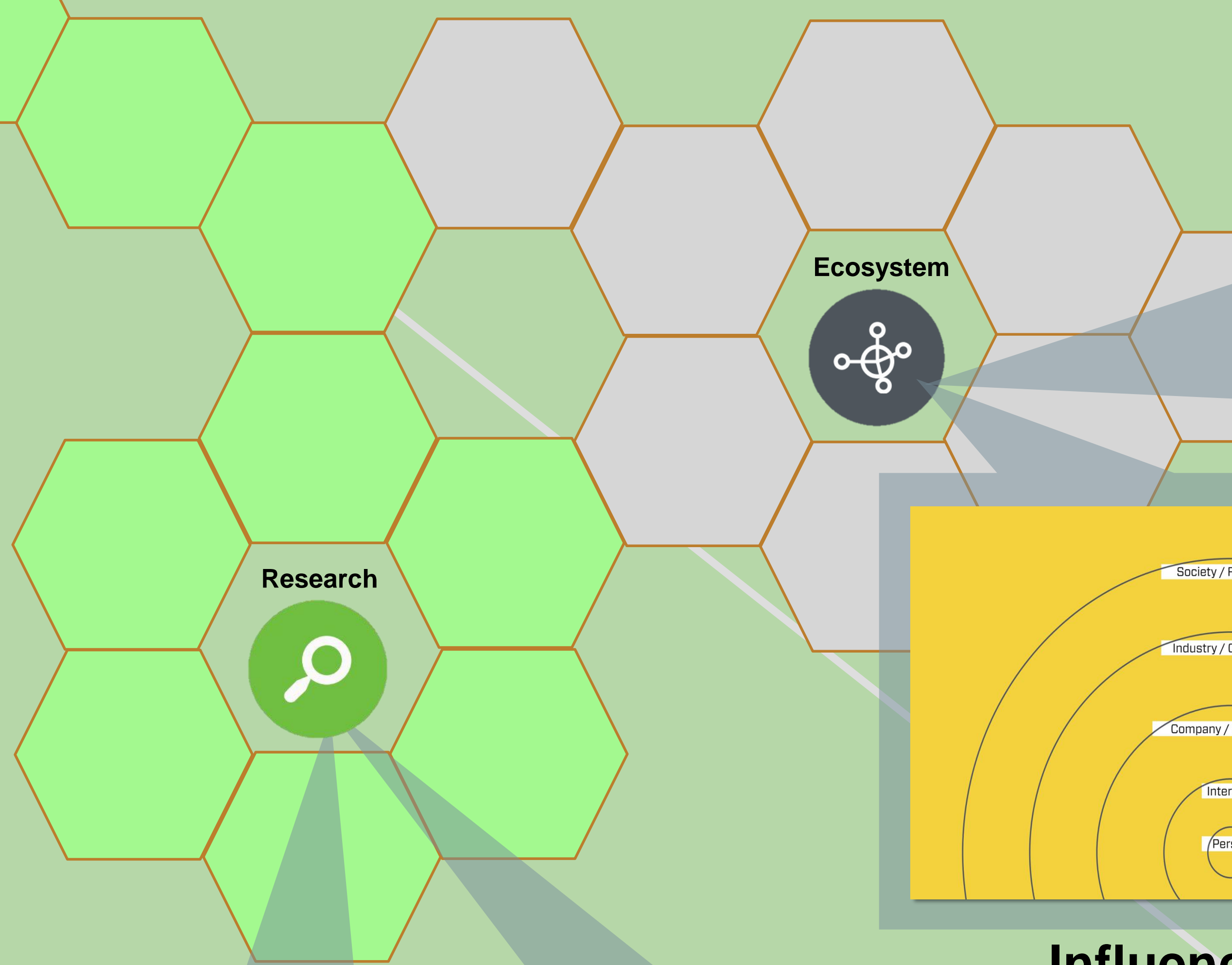
Mapping Influencers



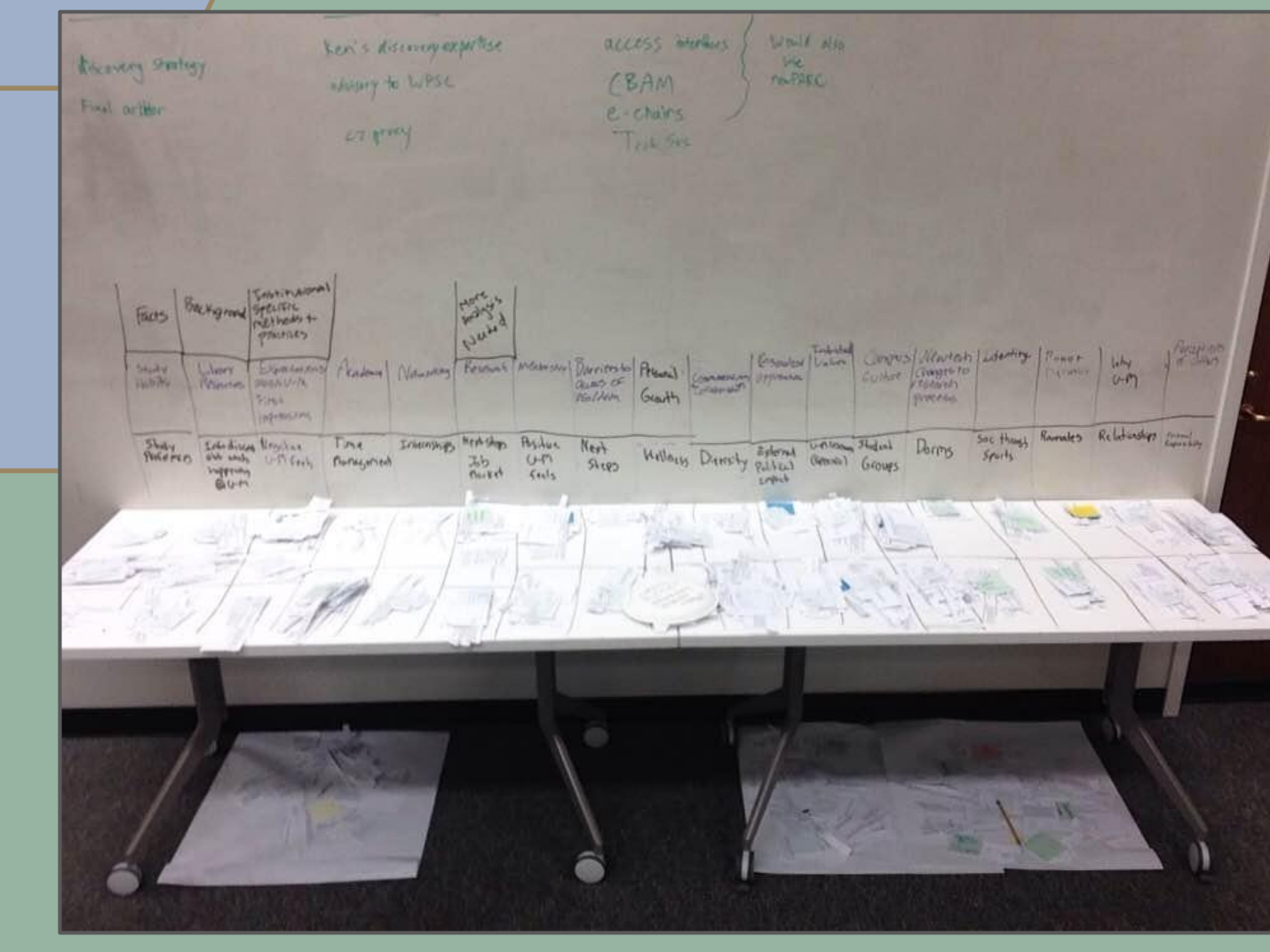
Compiling Research



Affinity Mapping Round 1



Final Affinity Mapping



**The Tragedy of Faculty Frank:
 Creating Dynamic Assessment Tools to
 Inspire Holistic Innovation**

**By Sheila Garcia and Denise Leyton
 University of Michigan**

Conducting Research



Prototyping Design Session

Prototyping Design Session



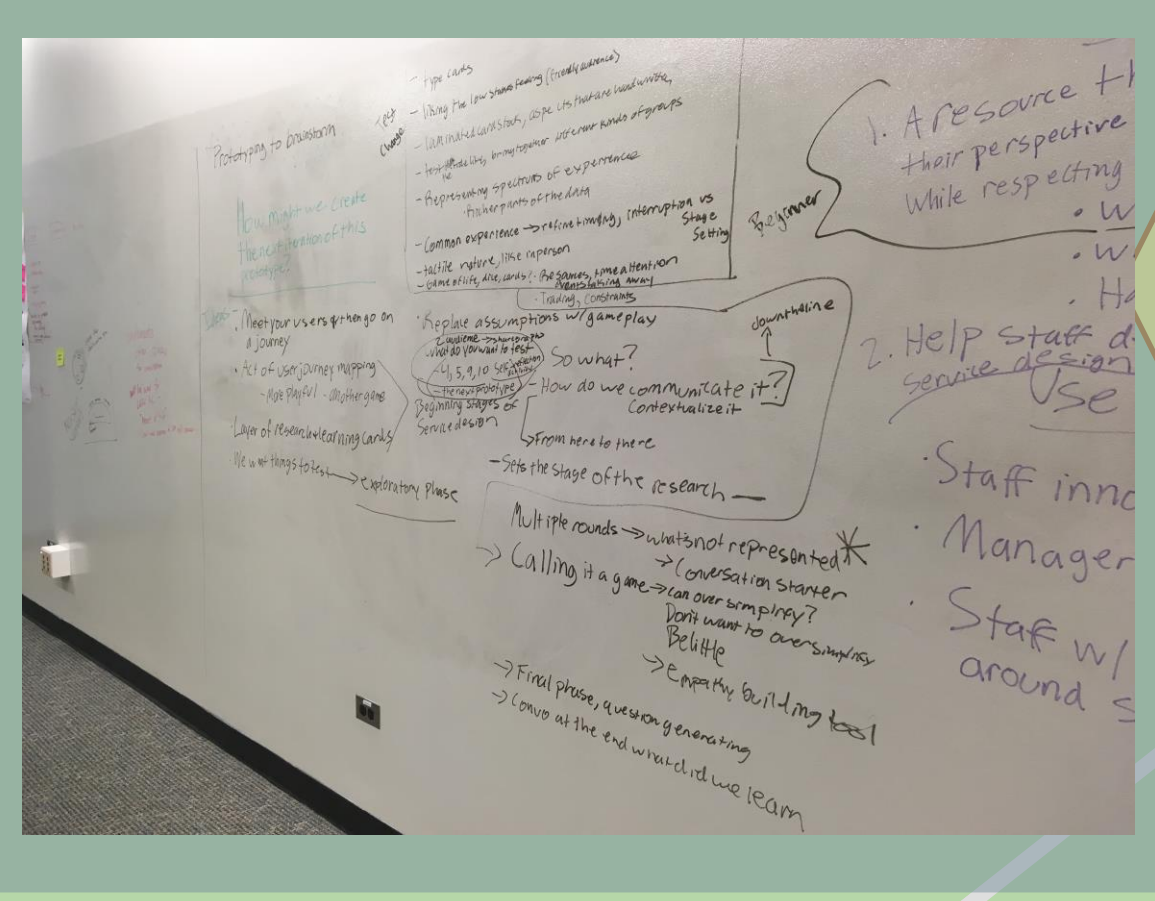
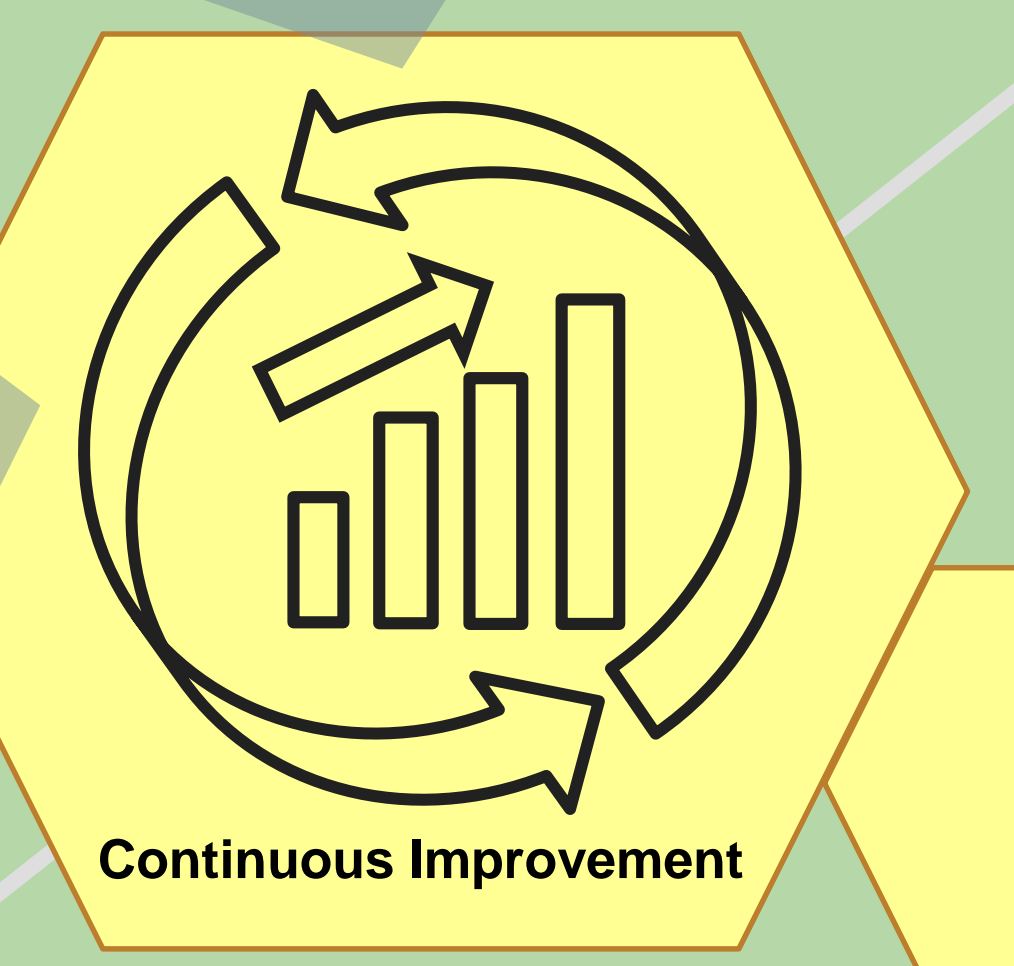
Prototype Testing



I Statements

I worry about my partner being happy while I'm at U-M completing my graduate degree.
 I am intrinsically motivated to learn and succeed.
 I lean on other students to learn about events and resources on campus.
 I feel pressured to find an internship or else I believe I am falling behind.

I don't think I was prepared for U-M because my high school didn't focus so much on grades.
 Overall, people at U-M agree on many issues, making it difficult for me to express any contrary views.
 I seek out organizations or communities that expose me to diverse perspectives.
 I made friends and thrived socially because of the community environment of the dorms.



Next Steps

References

Gardenswartz, L., & Rowe, A. (2008). *Diverse teams at work: Capitalizing on the power of diversity*. Alexandria, Va: Society for Human Resource Management.
 Kimbell, L. (2015). *The service innovation handbook: Action-oriented creative thinking toolkit for service organizations*. Amsterdam, Netherlands: BIS Publishers.
 Risdon, C. (2017, October). *Mapping experiences: Revealing the hub of empathy, understanding and strategy*. Conference workshop presented at Midwest UX, Cincinnati, OH.
 U.S. Department of Veteran's Affairs Veterans Experience Team. (n.d.). *Journeys of Veteran's Map*. Retrieved from <https://innovation.ed.gov/files/2016/08/journeysofveteransmap.pdf>

Background Research

SUNG EUN LEE
Primary Persona

BIO
 Sung Eun is an international student from Korea. She studies in the Architecture graduate program and rents a one bedroom apartment in Kerrytown. She is funny, artistic, and image conscious. She wants to be more environmentally sustainable and has decided to compost, however, she's never composted before and doesn't know what materials to use. She is looking for information on how to compost. Sung Eun is very comfortable with technology and prefers PCs and Android systems to Mac.

AGE: 26
OCCUPATION: Student
STATUS: Single
LOCATION: Kerrytown

MOTIVATIONS
 - Intrag
 - Affirmative
 - Incentive

GOALS
 - Learn how to compost
 - Be more "green"
 - Impress her new boyfriend, an Environmental Science PhD student.

FRUSTRATIONS
 - Ugly design
 - Slow speed
 - Clunky interface