

2019-01-15

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

Leyton, Denise; Garcia, Sheila

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

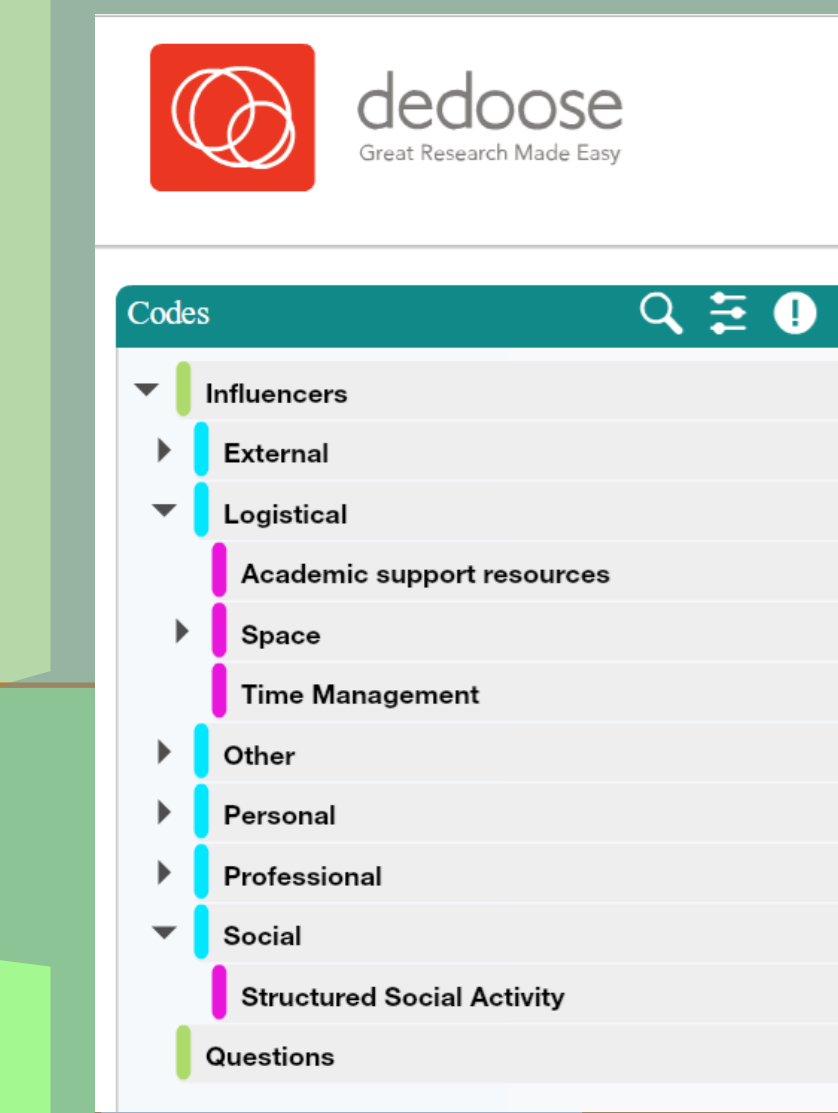
<http://creativecommons.org/licenses/by-nc-sa/4.0/>

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

Mapping Influencers



Compiling Research



Affinity Mapping Round 1



Influencer Map Template



Research

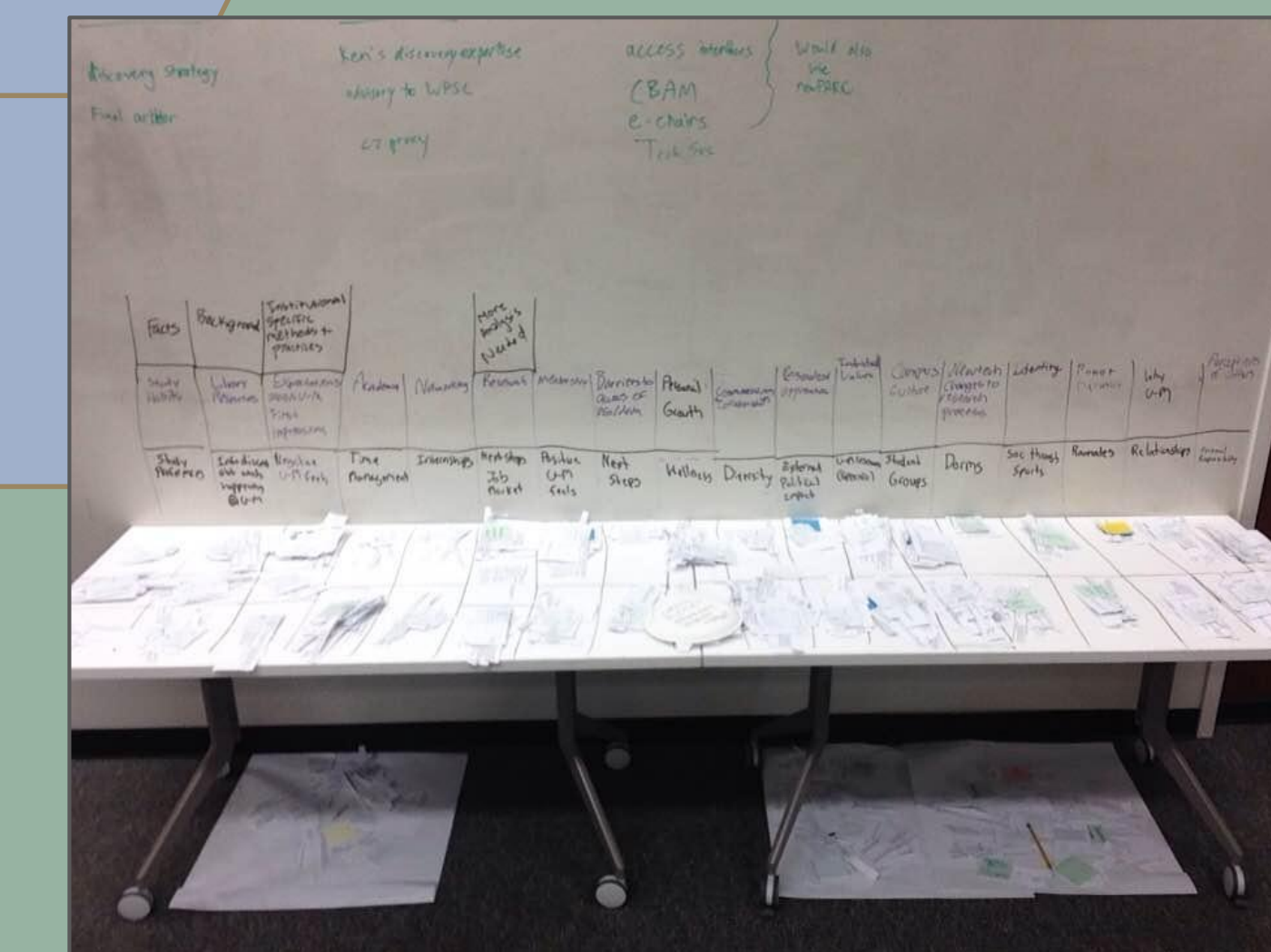


Conducting Research



Prototyping Design Session

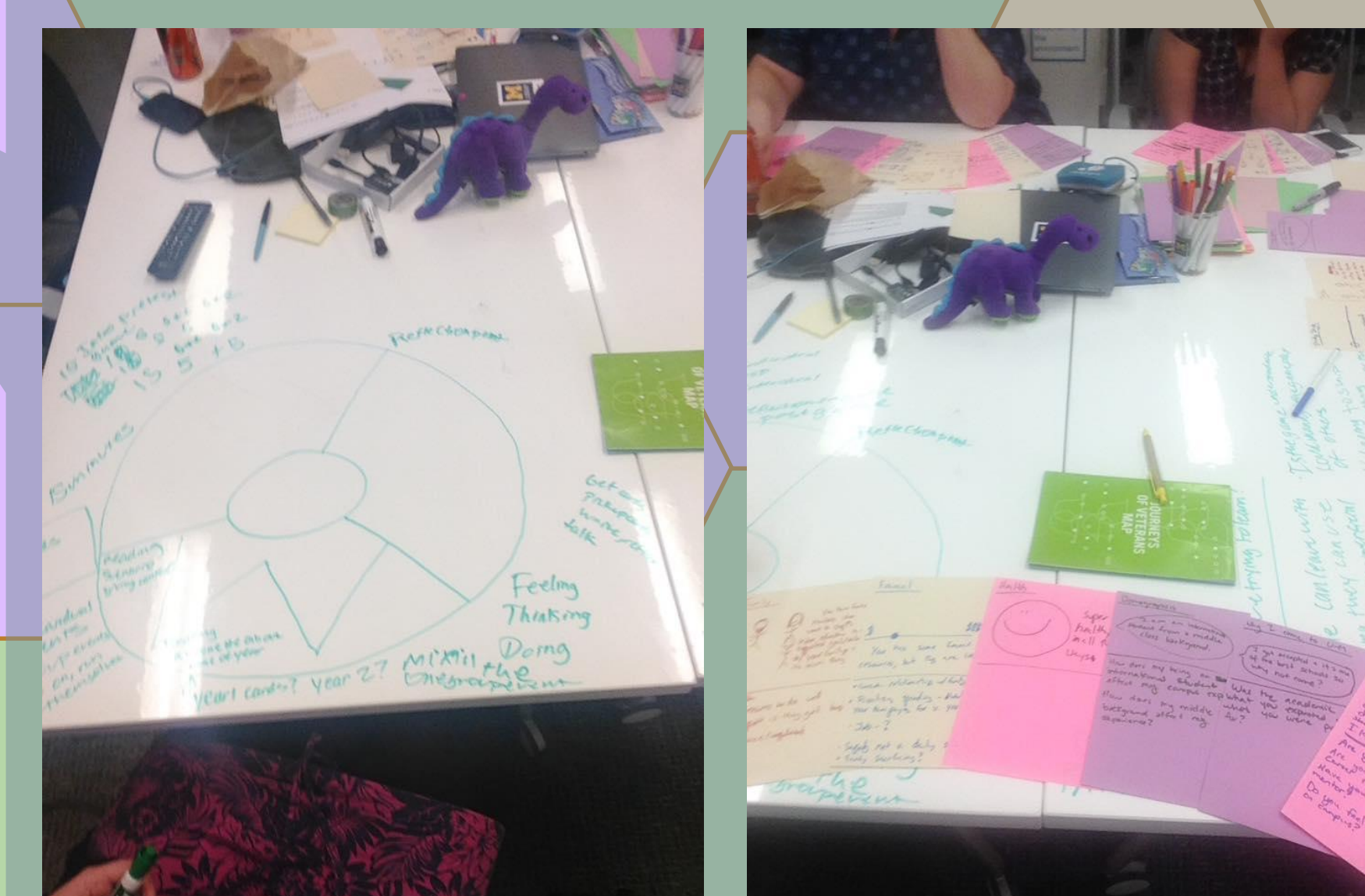
Final Affinity Mapping



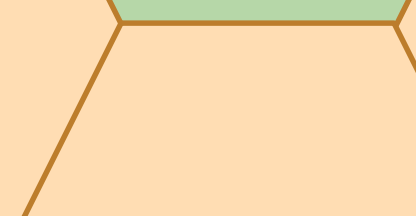
Prototyping Design Session



Prototype Testing



Opportunities



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.

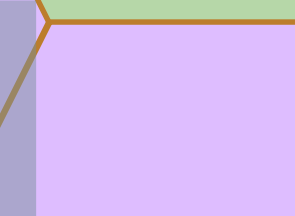
I don't think I was prepared for U-M because my high school didn't focus so much on grades.

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.

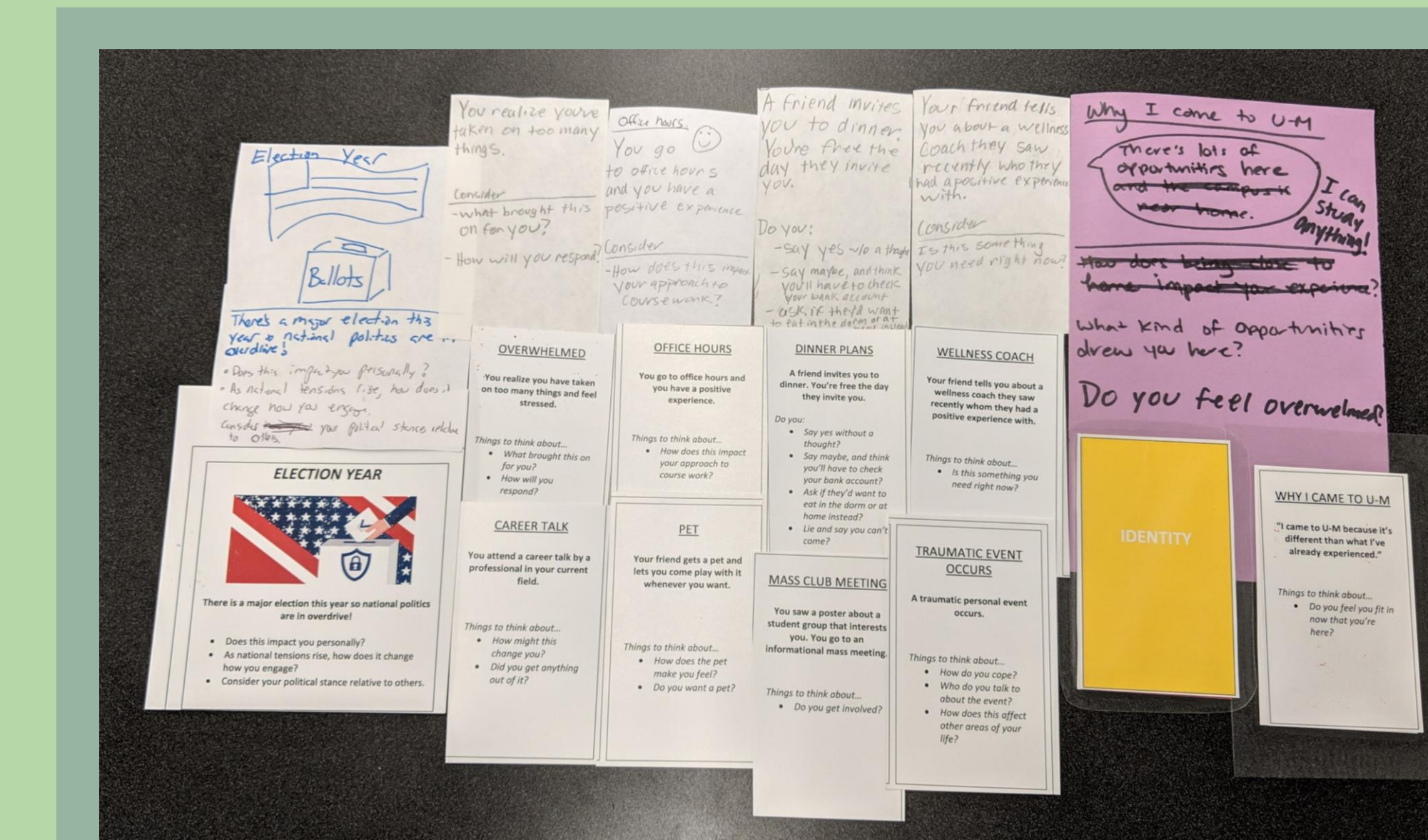
I made friends and thrived socially because of the community environment of the dorms.

Synthesis



Continuous Improvement

Next Steps



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 Kertown. 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 PC's and Android systems to Mac.

MOTIVATIONS
➢ Image Affirmation
➢ 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

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

The Backstory
My family moved with my background.

Current Situation
My family is very strict. I'm a bit of a rebel. I'm a bit of a rebel. I'm a bit of a rebel.

Needs about change
I need to learn how to compost.

Key Insights
I need to learn how to compost.

Capacities & resources
I have a lot of resources.

Goals and values
I want to be more sustainable.

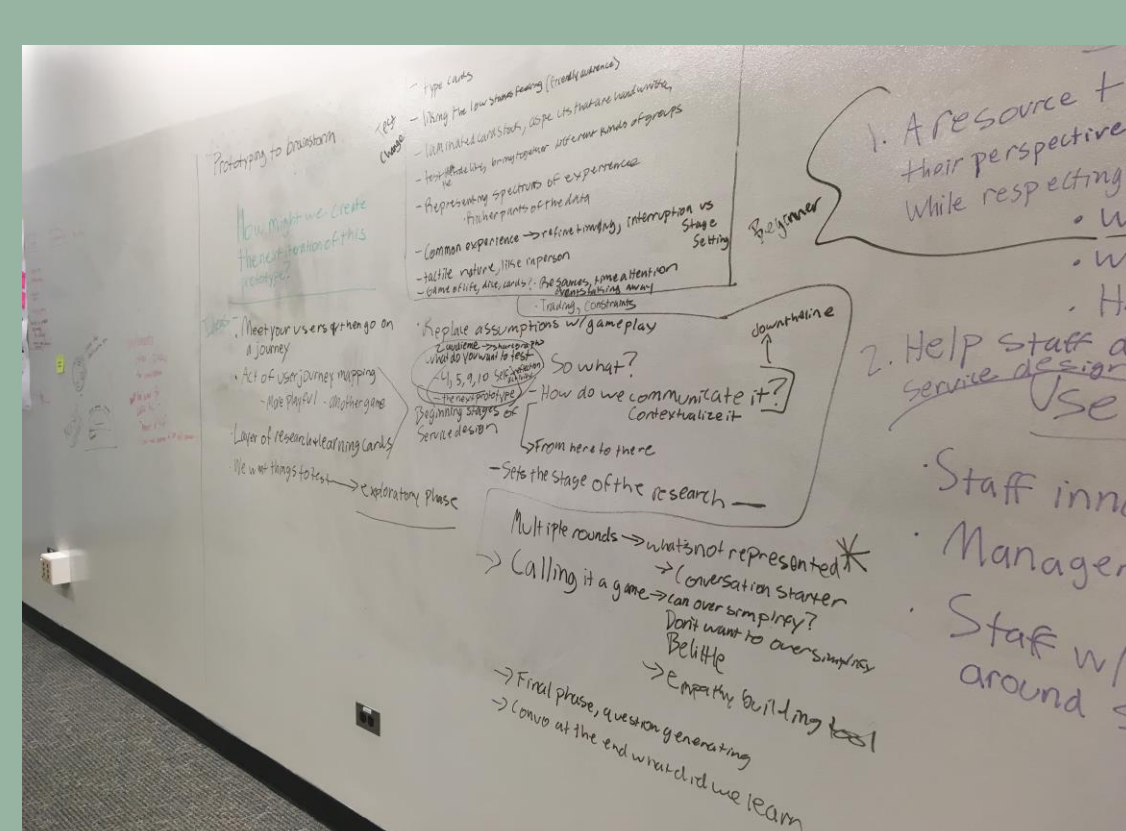
Issues and challenges
I don't know how to compost.

Relationships with organizations
I don't know how to compost.

Devices & technologies
I use a PC and Android.

Relationships with people
I don't know how to compost.

Think less with...
I don't know how to compost.



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.

Rison, 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>