

THE CHALLENGE

Communicating the universities diversity efforts to students, faculty and staff

The University of Michigan started a **5 year strategic diversity plan** to increase representation of different minority groups on campus. This is an important initiative as it increases the chance of **creating a safe space** for **minority students, faculty and staffs**.

Our goal for the project was to continue communication efforts through creating a Year 3 digital snapshot of diversity efforts in the past year.



MY ROLE

Lead the **design** and **development** of the Year 3 strategic digital snapshot

I designed the webpage by sketching initial ideas, creating low-fidelity wireframes and high-fidelity prototypes. Then developed the web page with HTML, CSS, and Javascript.

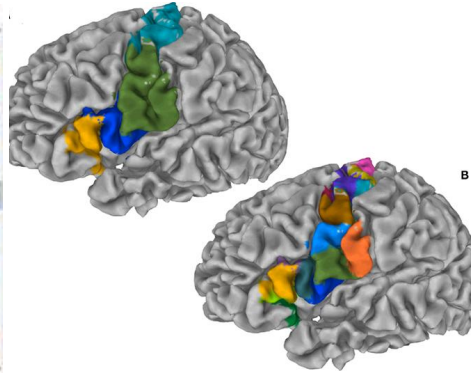
In addition, I worked alongside project managers, developers and other creatives who reviewed my designs and provided feedback.

THE PROCESS

1 month from idea to live prototype



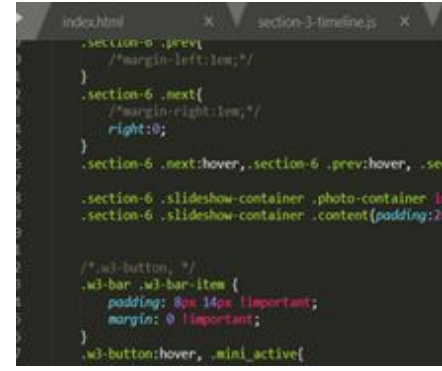
Phase 1: Analyze the existing system



Phase 2: Empathize with the user



Phase 3: Initial ideas & iterations

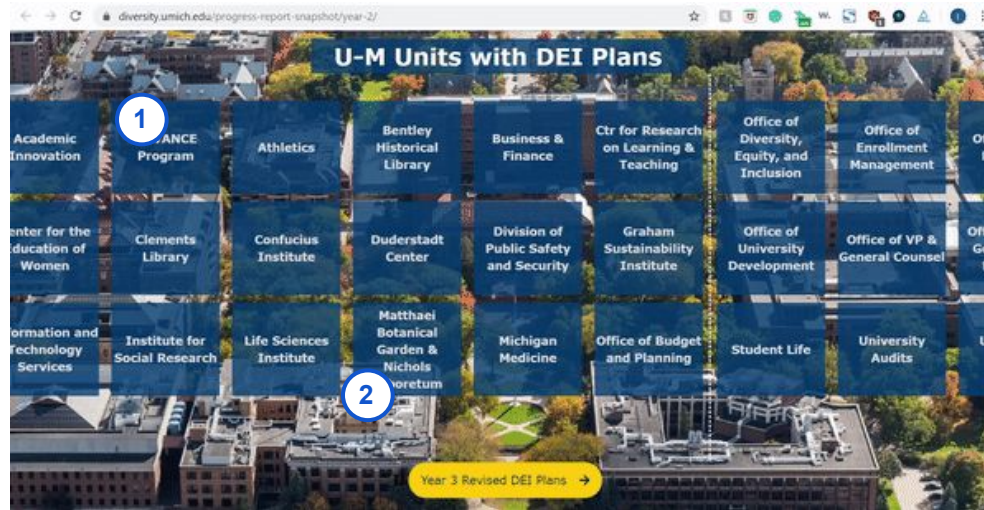


Phase 4: Develop responsive web page

EVALUATE

What does the past system look like?

- 1 **Automatic scrolling** that is paused on hover revealed accessibility concerns
- 2 **Boxes** mislead user into thinking they are buttons
- 3 **Contrast** between images and content is low decreasing readability
- 4 **Videos** need captions to increase accessibility



PERSONA

Who are the users?



Student
Jose Cheng



Faculty
Professor Gilbert



Staff - DEI Program Manager
Judy Flem

PERSONA | INSIGHTS

I briefly identified possible goals and frustrations of **students** from last years feedback



Jose Cheng

Student with a disability

Bio

Freshman starting his first year at the University of Michigan and is really interested in joining multicultural club.

Goals

Be able to access information on site and understand diversity efforts, while seeing representation of minority groups on campus.

Frustrations

- Site are sometimes not optimized for people who have disabilities

PERSONA | INSIGHTS

I briefly identified possible goals and frustrations of faculty



Professor Gilbert

Faculty

Bio

Professor Gilbert has been one of the few women engineering professor within the university. She hopes to teach young women to pursue fields in tech.

Goals

Understand how faculty is becoming more diverse and how her unit has made progress.

Frustrations

- Not seeing enough diversity in gender in her classrooms and professor meetings

PERSONA | INSIGHTS

I briefly identified possible goals and frustrations of **staff**



Judy Flem

Staff - DEI Program Manager

Bio

Judy has been working on the 5 year strategic plan since it got implemented. She has noticed that students aren't engaging with the pdf 50pg detailed plans.

Goals

Communicate as much information possible, while keeping the snapshot report short enough to be digestible.

Frustrations

- Lack of viewership

SKETCH | INSIGHTS

Sketching to understand new ideas and interactions

1



Student
Jose Rodriguez

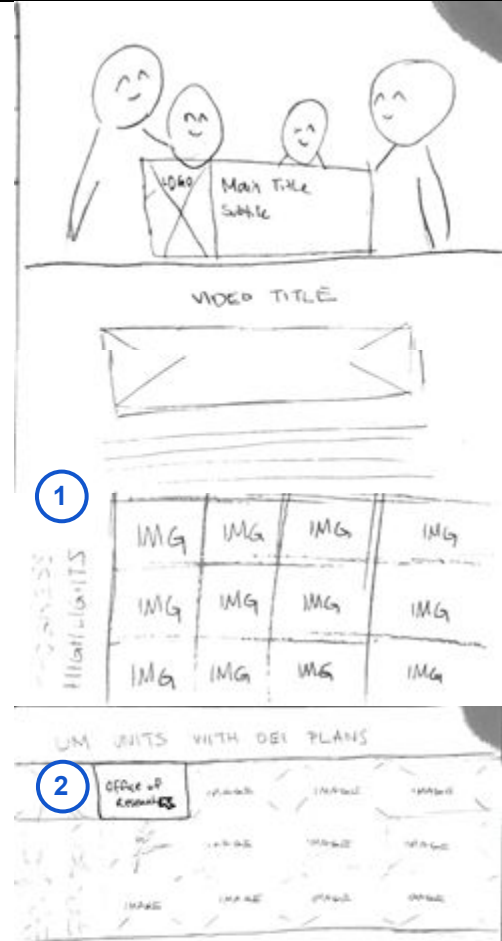
“Sideways text is hard to read.
I’m not sure if a screen reader
will understand this.”

2



Faculty
Professor Gilbert

“It’s going to be so hard to find
my unit.”



WIREFRAME | INSIGHTS

Sharing initial ideas through wireframing

1



**Staff - DEI
Program Manager**
Judy Flem

“I would like to see more imagery and a colorful palette”

2



Staff
Michigan Creative

“Adding navigation to the 50 different plans could segment them more.”



1
Positive Change,
Persistent Challenge

VIDEO #1

There is much evidence to support that DEI is now an integral part of this institution. Significant change is occurring at fundamental levels, with the potential for cascading effects. These changes cannot easily be undone. Yet despite our achievements, this past year was marked by incidents of bias and hate on campus and in our broader society. Our efforts to eradicate prejudice and support equity are ongoing and imperative.

As a result, we are confronted with dual realities:

- Progress and Obstacles
 - Positive Change and Persistent Challenge
- As a community, we have come a long way, and yet we have a long way yet to go. We cannot and we will not be deterred.

Our DEI initiative strives to:

- 1 Cultivate a campus community where everyone feels welcomed and can succeed
- 2 Develop capacities of students, staff and faculty to live and work in a diverse and global society
- 3 Positively impact communities through service and research

2
U-M DEI
in action

Strategic plan wheel



PROTOTYPE | INSIGHTS

Higher fidelity prototype for more constructive feedback

1



Staff - DEI Program Manager
Judy Flem

“Blue background within header image takes up too much space from the image”

2



Staff
Michigan Creative

“I wish there was a way to learn about past success and where the program is currently.”



PROTOTYPE | INSIGHTS

Interactive prototypes for more constructive feedback

1



**Staff - DEI
Program Manager**
Judy Flem

“Imagery looks great! Pictures with the blue overlay could be more visible.”

2



**Staff
Michigan Creative**

“Scrolling through the timeline isn’t intuitive for me, add side buttons?”



The importance and impact of the U-M DEI Strategic Plan



1

In 2015, the University of Michigan took a bold and determined step toward creating a more diverse, equitable and inclusive campus by launching its new DEI Strategic Plan. This ambitious blueprint for change, which wrapped every U-M unit as well as Michigan Macchia, was adopted to make the University a place of learning where every individual would be respected, valued and supported. In short: To create the campus of the future. Through the Strategic Plan, we implemented the policies, practices, activities and programs necessary to create that future. We also created a DEI work landscape in order to report and ensure that the university community continues on its current path of creating long-term, sustainable, meaningful change.

How it all started



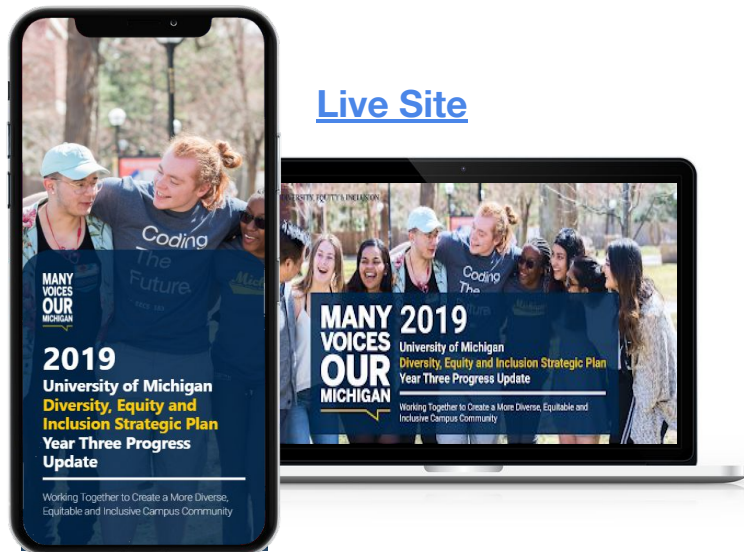
2



YEAR ONE: BUILDING INFRASTRUCTURE, LAUNCHING ACTION PLANS AND MONITORING PROGRESS
Among its most significant year one achievements, the university established a central office for Diversity, Equity and Inclusion (DEI) to serve as an organizational hub and support center for the entire university. DEI operational support was also incorporated into the university's annual budget process. To help identify areas of success and concern, the U-M conducted its first climate survey, and the Director of Student Life piloted its annual Intercultural Development Inventory (IDI) to provide students with an assessment of their intercultural awareness along with training and support programs.

CODE

Coding with a mobile first approach



```
index.html x section-3-timeline.js x style.css x section-7-pro
1 <!DOCTYPE html>
2 <html lang="en" dir="ltr">
3 <head>
4 <!-- Global site tag (gtag.js) - Google Analytics -->
5 <script async src="https://www.googletagmanager.com/gtag/js?id=UA-27878689-1"></script>
6 <script>
7   window.dataLayer = window.dataLayer || [];
8   function gtag() { dataLayer.push(arguments); }
9   gtag('js', new Date());
10
11   gtag('config', 'UA-27878689-1');
12 </script>
13 <meta charset="utf-8">
14 <meta name="viewport" content="width=device-width, initial-scale=1">
15 <meta name="theme-color" content="#00274c"/>
16
17 <title>University of Michigan - DEI Report 2019</title>
18
19 <link rel="stylesheet" href="https://www.w3schools.com/w3css/4/w3.css">
20
21 <link rel="stylesheet" href="./css/style.css">
22 <link rel="stylesheet" href="./css/section-3-timeline.css">
23 <link rel="stylesheet" href="./css/section-7-progressgallery.css">
24 <link rel="stylesheet" href="./css/section-9-gallery.css">
25 <link rel="stylesheet" href="https://use.fontawesome.com/releases/v5.3.1/css/all.css" int
sha384-mzrmE5qon1jUreMfSq01SB46JvROS7bZs3I02EmfFsd15uHvIt+Y8vEf7N7fWAU" crossorigin="ano
<link rel="manifest" href="manifest.json">
26
27
28 <link rel="icon" type="image/png" href="favicon.ico">
29
30 <script src="https://code.jquery.com/jquery-3.3.1.min.js"></script>
31
32 </head>
33 <body>
34 <div class="section-1">
35 <div class="section-content header-content">
36 
37 <div class="content-container">
38 <h1 class="maintitle">
39 <span class="size">2019</span><br>
40 University of Michigan<br>
41 <span class="yellow">Diversity, Equity and Inclusion Strategic Plan</span><br>
42 Year Three Progress Update
43 </h1>
44 <hr>
```

TAKEAWAYS

Fail and fail fast to learn what works and what doesn't.



Get feedback and test designs throughout the whole design process.

