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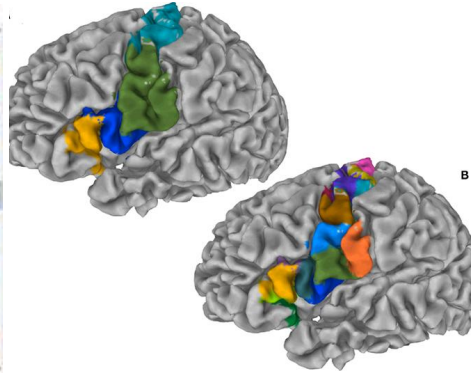
In addition, I worked alongside project managers, developers and other creatives who reviewed my designs and provided feedback.

THE PROCESS
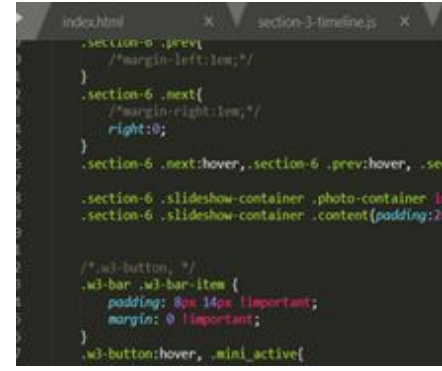

1 month from idea to live prototype

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
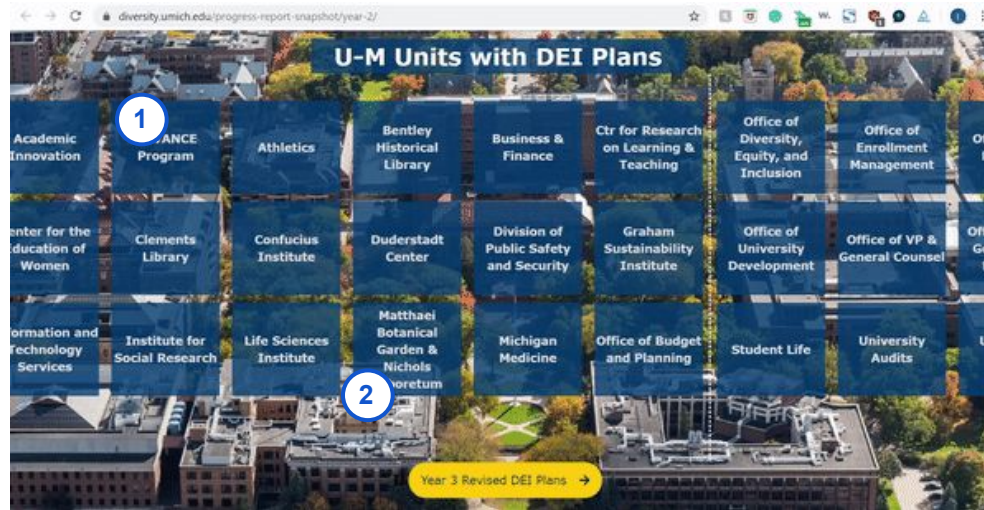
PERSONA

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."
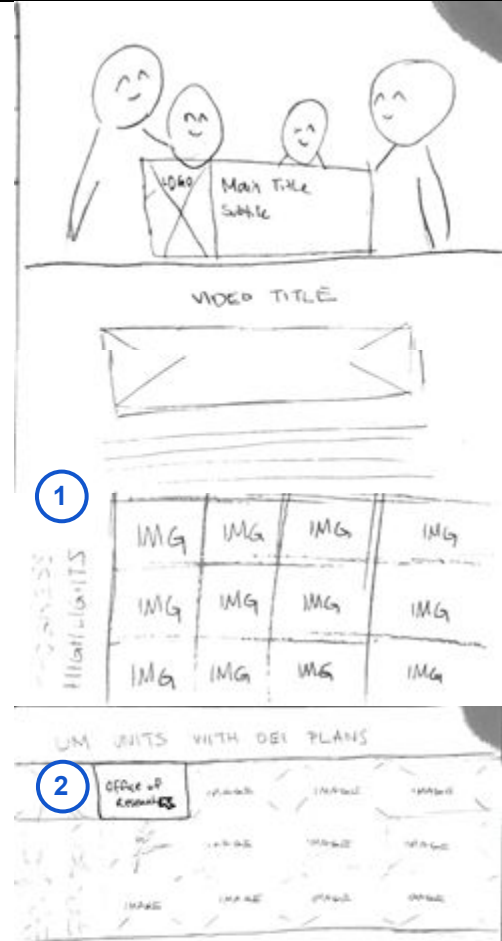
WIREFRAME | INSIGHTS

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."

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?"

CODE

Coding with a mobile first approach
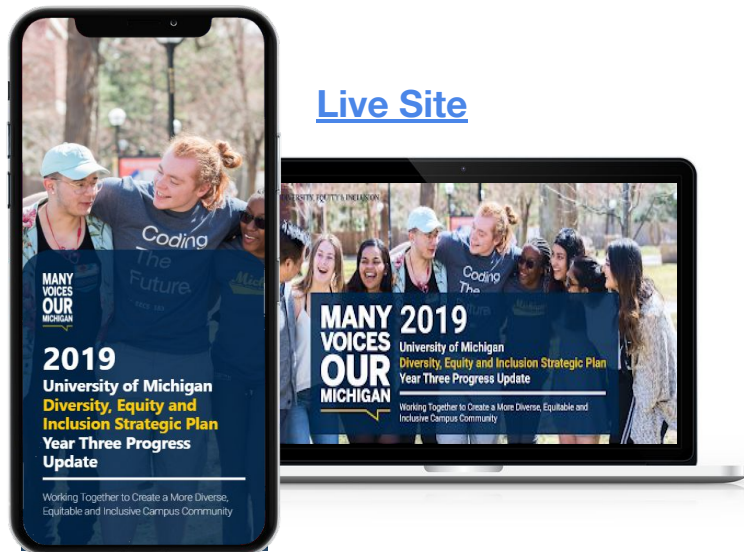
Live Site

```html
<!DOCTYPE html>
<html lang="en" dir="ltr">
  <head>
    <!-- Global site tag (gtag.js) - Google Analytics -->
    <script async src="https://www.googletagmanager.com/gtag/js?id=UA-27878689-1"></script>
    <script>
      window.dataLayer = window.dataLayer || [];
      function gtag() { dataLayer.push(arguments); }
      gtag('js', new Date());

      gtag('config', 'UA-27878689-1');
    </script>
    <meta charset="utf-8">
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <meta name="theme-color" content="#00274c"/>

    <title>University of Michigan - DEI Report 2019</title>

    <link rel="stylesheet" href="https://www.w3schools.com/w3css/4/w3.css">

    <link rel="stylesheet" href="./css/style.css">
    <link rel="stylesheet" href="./css/section-3-timeline.css">
    <link rel="stylesheet" href="./css/section-7-progressgallery.css">
    <link rel="stylesheet" href="./css/section-9-gallery.css">
    <link rel="stylesheet" href="https://use.fontawesome.com/releases/v5.3.1/css/all.css" int
    sha384-mzrmE5qonljUremFsqc01SB46JvROS7bZs3IO2EmfFsd15uHvIt+Y8vEf7N7fWAU" crossorigin="and
    <link rel="manifest" href="manifest.json">

    <link rel="icon" type="image/png" href="favicon.ico">

    <script src="https://code.jquery.com/jquery-3.3.1.min.js"></script>

  </head>
  <body>
    <div class="section-1">
      <div class="section-content header-content">
        <img src="./images/ManyVoicesOurMichigan-White.png" alt="logo" class="logo">
        <div class="content-container">
          <h1 class="maintitle">
            <span class="size">2019</span><br>
            University of Michigan<br>
            <span class="yellow">Diversity, Equity and Inclusion Strategic Plan</span><br>
            Year Three Progress Update
          </h1>
          <hr>
          <hr>
```

index.html   section-3-timeline.js   style.css   section-7-pro

TAKEAWAYS

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

Get feedback and test designs throughout the whole design process.

Image Credit: https://www.hotjar.com