

# Design Thinking 101: Equity-Centered Strategies

A black silhouette of a city skyline, featuring various building shapes and a prominent tower on the right side, set against a white background.

UX@UA Meetup

Tuesday, October 15, 2019



*if we are not aware of the biases we bring into every relationship and context we are designing within, we run the risk of reproducing power dynamics/relationships*

A black silhouette of a city skyline with various buildings of different heights and shapes, spanning the width of the page.

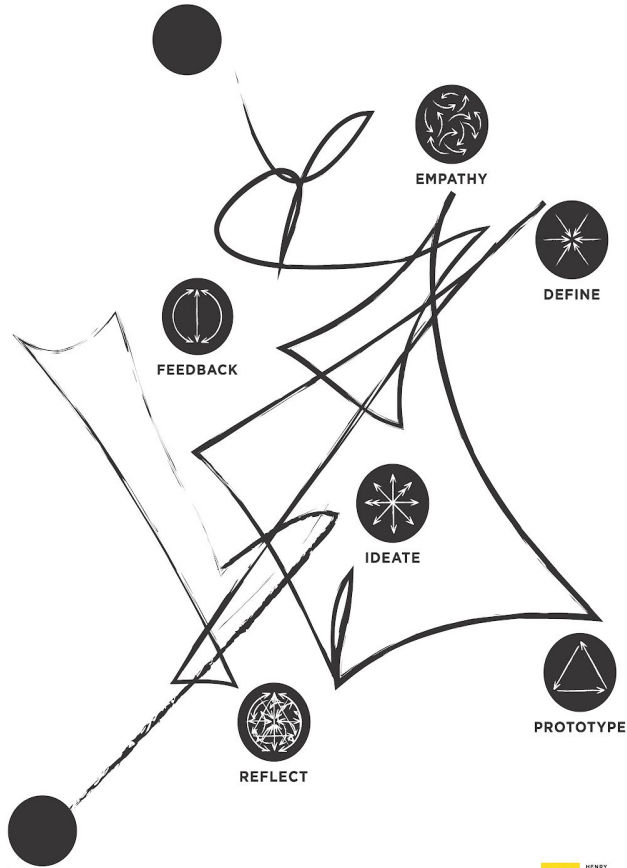
# Centering Equity



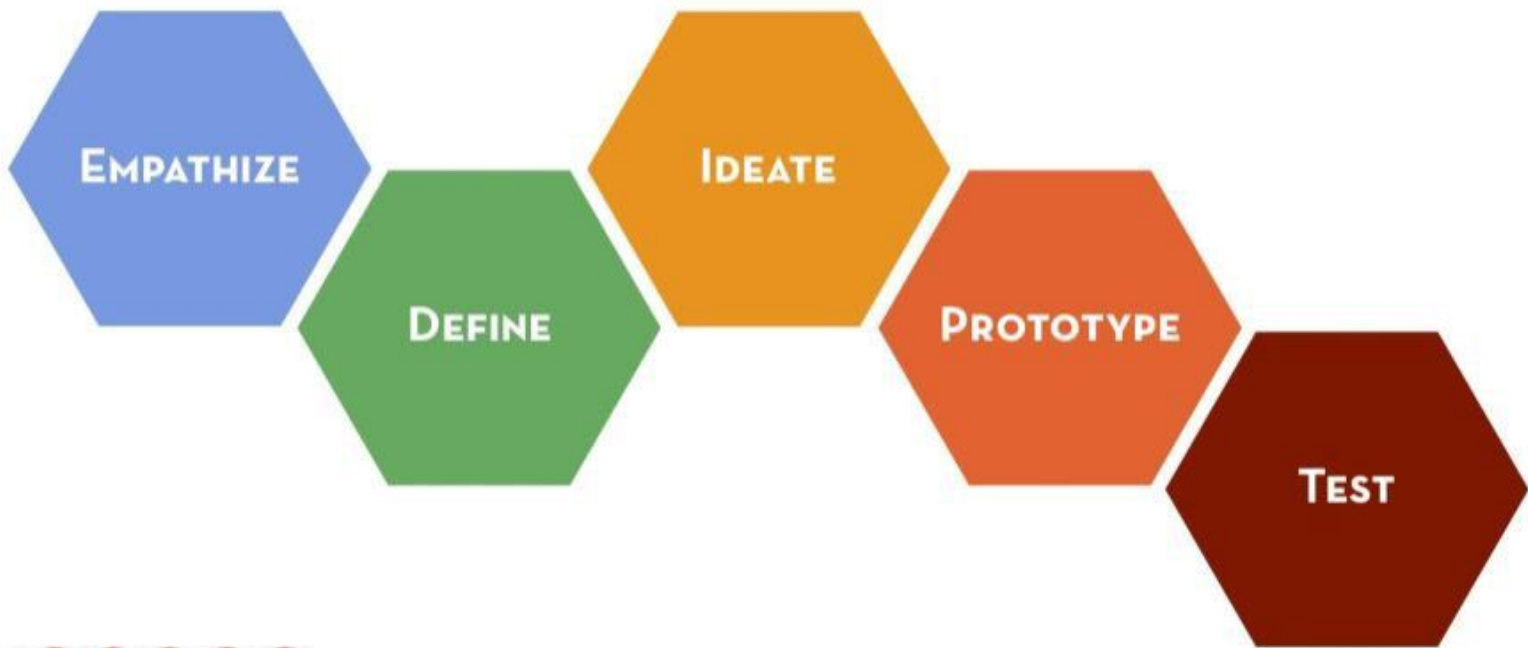
# What is Design Thinking?

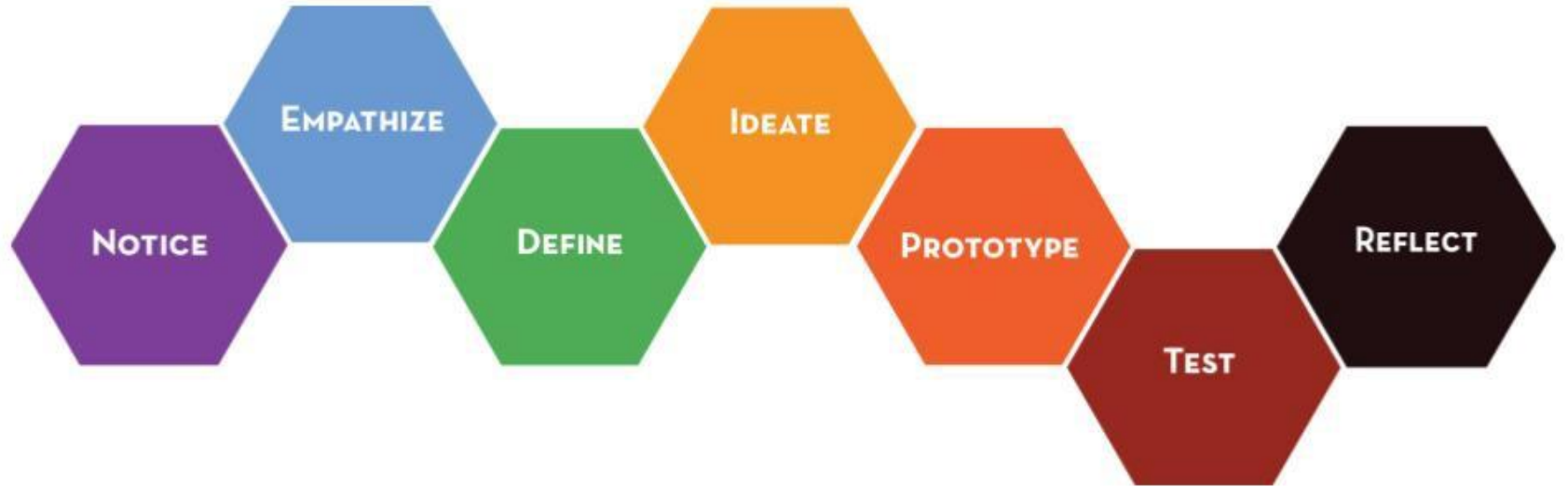
**human centered  
creative problem solving  
tools for anyone  
iterative approach**

# Design Thinking Criticism



packaged, step-by-step approach to design  
DT is about commercialization  
“good designers don’t use just one  
methodology”  
where does the research come in?  
innovation v. innovation speak  
what does empathy get us?

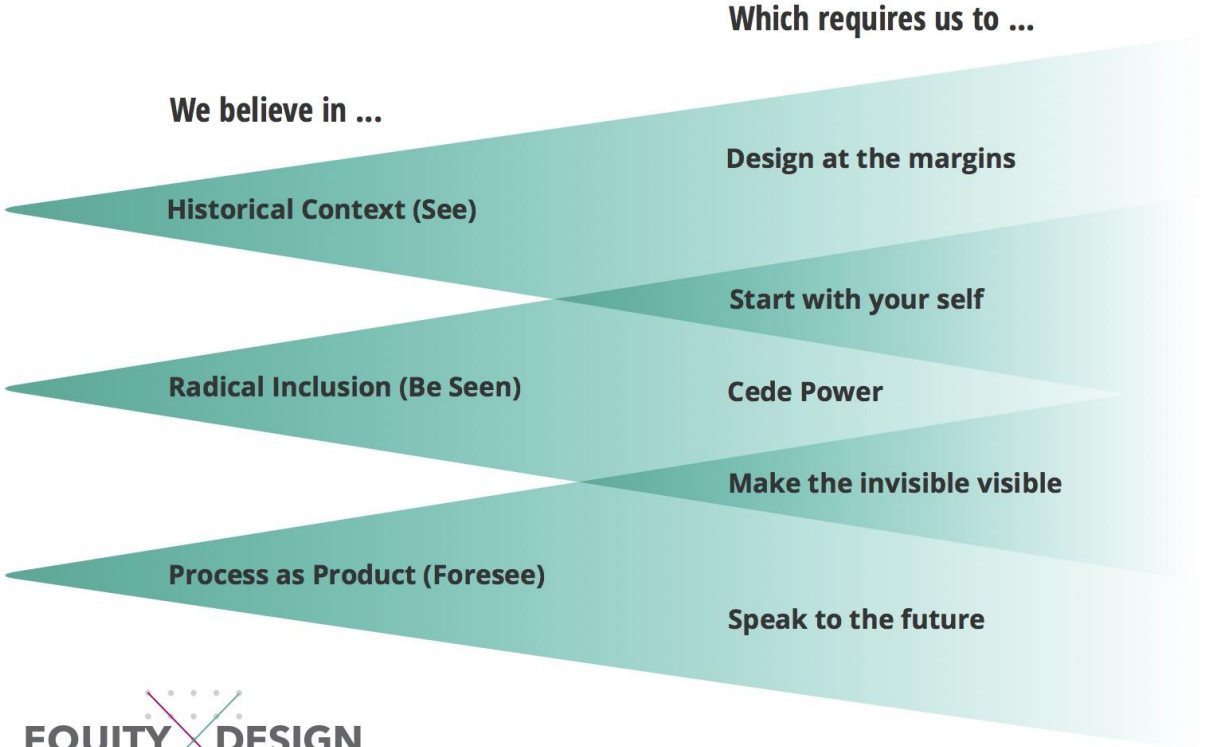


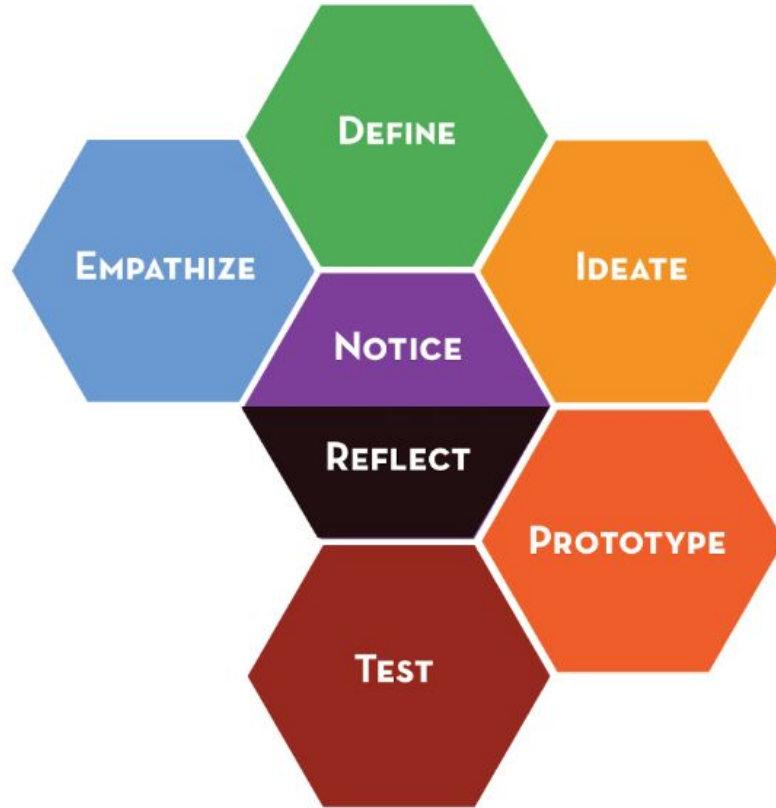


## **Liberatory Design Process**



# EQUITY X DESIGN FRAMEWORK






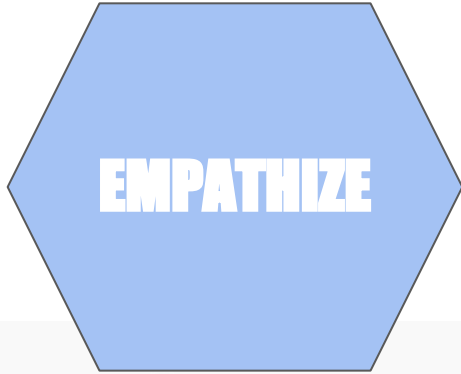




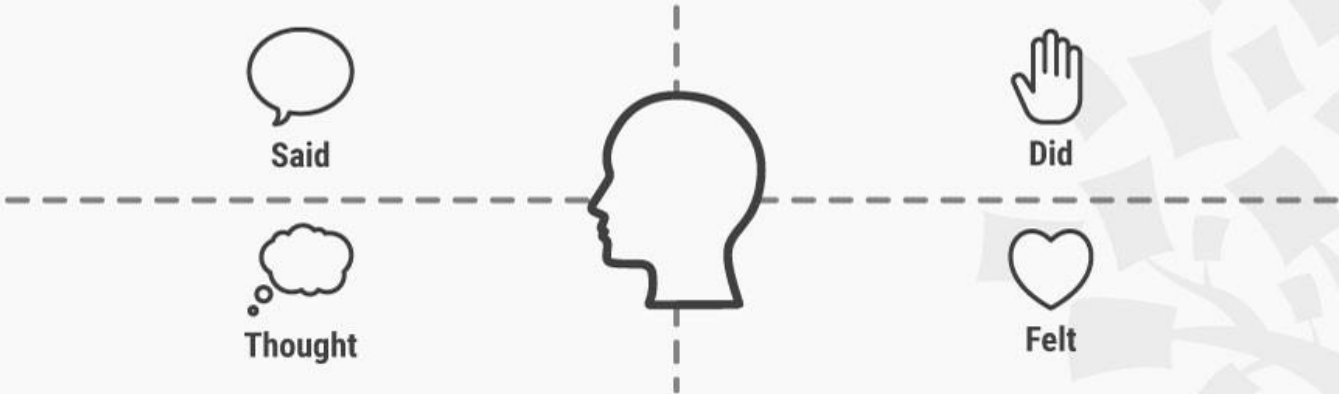
**NOTICE**



**Who am I/are we? Who are our  
users? How are we respectively  
situated?**



## Empathy Mapping





**DEFINE**



**How might we...?**



**IDEATE**



**And reflect: who benefits the most?  
Who benefits the least?**




**PROTOTYPE**

**What assumptions are we making  
that we want tested in this  
prototype?**



**TEST**



**Have we included all the voices and identities necessary into the room to receive feedback?**



**REFLECT**



**“A sense of urgency can mask  
hegemonic strategy.”**



**NOTICE**

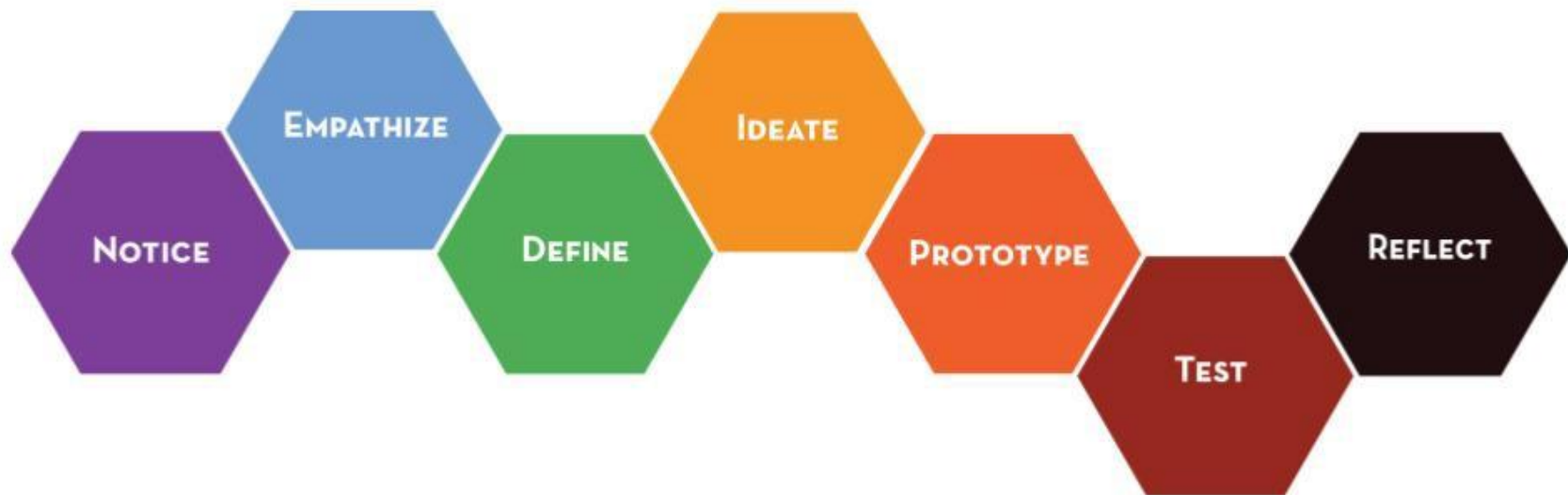
# **Activity break: notice & reflect**





**Write down three words or phrases that capture some element of your identity.**

- **With which descriptor do you identify most strongly? Why?**
- **With which descriptor do others identify you most strongly? How do you feel about that?**
- **Describe a time when one element of your identity worked to your advantage, in any area of your life.**
- **Describe a time when one element of your identity worked to your disadvantage, in any area of your life.**



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