



# Design for Diversity

# Goal



We are focused on creating an idea that we can design products and services that have both the economic impact of a start-up and a positive social impact in helping people.



# Teams

Here today we have multidisciplinary teams here today to each look at a different social issue. Helping the teams will be RIT faculty from many departments on campus. They will be here for the first half of the day to assist teams in setting a direction for their project to go in. Please note we will also have access to The Construct (student makerspace) and ID Space.

# Problem

We have five different problems to work on. Each has a set of unique characteristics about it which demonstrate a form of injustice. These groups are;

- Racism and developing technology to end division among people of different races and ethnicities while improving understanding and wellbeing
- LGBTQ issues and developing technology to help end discrimination between chosen genders/desired partners and help people be themselves in all ages
- Classism and developing technology to improve understanding and well-being among multiple socioeconomic statuses
- Religious stigmas and developing technology to help people end such stigmas
- Ableism and developing technology to help close the division caused by people's physical limitations

# Racism

Rachel is a female pacific islander who migrated to Oregon at the age of six. She moved with her family to accommodate for her father's new job. She loves hearing about her family's heritage as she finds it makes her unique. This includes learning about members of her extended family which she has no memories of meeting. Currently she is twenty-eight years of age and recently moved to Washington to pursue a career as a chef. She lives with 4 female roommates whose families have spent many generations in the local area.

Tyler is a black male from Missoula Montana. Though Missoula is a progressive city he still lives in a state with only 0.67% black population. Fortunately for him he has not had to experience much discrimination personally but he is not blind to it. He knows some people still treat his family slightly differently even if it is subconsciously. Along with this, his mother and father experienced a higher degree of unjust actions towards them when they were younger.

Tyler is 21 years of age and attending school at the University of Montana. He is studying accounting.

# LGBTQ Issues

Mitch is a male college student here at RIT. He was born a female but has since taken hormone shots to change his gender to one that he believes fits him more appropriately. He grew up in a very liberal family. His family loved music growing up and had a large collection of various instruments lying in every room of their house.

Around sophomore year in high school he started solidifying his identity and by his senior year he was taking hormone shots weekly as administered by a doctor. He had a great fear of needles but was determined to teach himself how to administer his own injections before he left for college. During this great transition period he experienced many emotional changes as his perception and place in the world changed. He experienced depression which forced him to take a semester away from school during his second year at university.

He is not looking to graduate in the upcoming fall in Liberal Arts. Looking back on it he is happy where he ended up

Sam is a 36 year old female business woman. She has faced much discrimination in meetings especially those hosted away from her home office as she was born a man. She has undergone reconstructive surgery to feel more at home in her body. Her job requires her to travel around the states to attend business meetings for the law firm she works for. At many meetings she has been asked about which bathroom she uses or which locker room she uses at the hotel gyms. She is not an argumentative person though she can convey her point clearly when needed.

# Classism

Kate is a college student studying in her third year at the Massachusetts Institute of Technology in Boston. She has been excelling academically in their cyber and computer security program through her rigorous education leaves her with little time for a job. In the recent semester she has found herself couch surfing between friends apartments. This is negatively affecting her studies as she has lost much work in movement. It is also a huge drain in her schedule. Please note that the climate is much like our own here.

Joe is a looking to sublease a room in a major housing area near RIT. Our campus of Rochester Institute of Technology has raised the prices of housing drastically in the last few years leaving Joe panicking to find a sublease. On top of this they have also only built high cost developments in and around the campus which Joe has been living in. This is creating a great financial burden on attending.

# Religious Stigmas

Eve is a recent college graduate looking for work in the Industrial Design field from one of the top colleges in that field. Due to her religious beliefs she chooses to wear a hijab at all times in public. Due to this she has faced much discrimination ranging from acquaintances telling her it is an ugly fashion to stores refusing her service. Some states have recently passed such laws allowing businesses to refuse service to members of the community who did not fit into their belief system. This includes transgender and homosexual individuals as well. She has a mild disturbance about relocating to these areas even if she finds good work there.

# Ableism

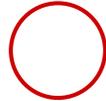
Sara is a second year female student at our own Rochester Institute of Technology. She is completely paralyzed from the waist down leaving her confined to a wheelchair. (We have 'her' wheelchair here today.) Due to this her daily trips around campus are hard. She may also have trouble with the swipe system on some doors around school, especially after hours. She is quite a night owl and loves rock and metal music. She is disappointed she does not get to participate in many wellness activities here at this school but she is not required to take any wellness courses due to her current state.

Mara is a first year female student at UCLA. She has total deafness in her left ear and partial hearing in her right ear. This causes many issues in a classroom environment. The university does supply an interpreter for some classes but others can only offer a note taker. She finds it hard to socialize with many other students her age. The university is currently making changes to better accommodate her but they are looking for outside advice.

# Focus



Remember to always focus on your user. Design their profile should always be looked at and examined closely before attempting solutions.



# Schedule

9:00	Opening Presentation
9:30	Hz Innovations Presentation
10:00	Work Time
12:30	Lunch
3:30	Regroup & Present
4:30	Closing Presentation