ENGAGING TIME-POOR DESIGNERS IN PHILANTHROPIC ACTIVITIES

OUR GOALS AND CONSTRAINTS
1) Help young people do impactful “design for good” as a philanthropic activity.
2) Provide a meaningful experience for young people to understand UX design as a career choice.
3) Start young people on a path to life-long engagement in philanthropy.
4) Increase the reputation of Bloomberg among UX academics, professionals and students for the purpose of recruiting.

OUR QUESTIONS
1) How can a user-centered design process fit into a 1-day event?
2) How best to engage time-poor students in this event?
3) What is the role for UX professionals in the event?
4) What format of deliverable can best achieve the goals?
5) Should the procedures be piloted before the event?
6) How do we measure the success of the event?

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