

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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