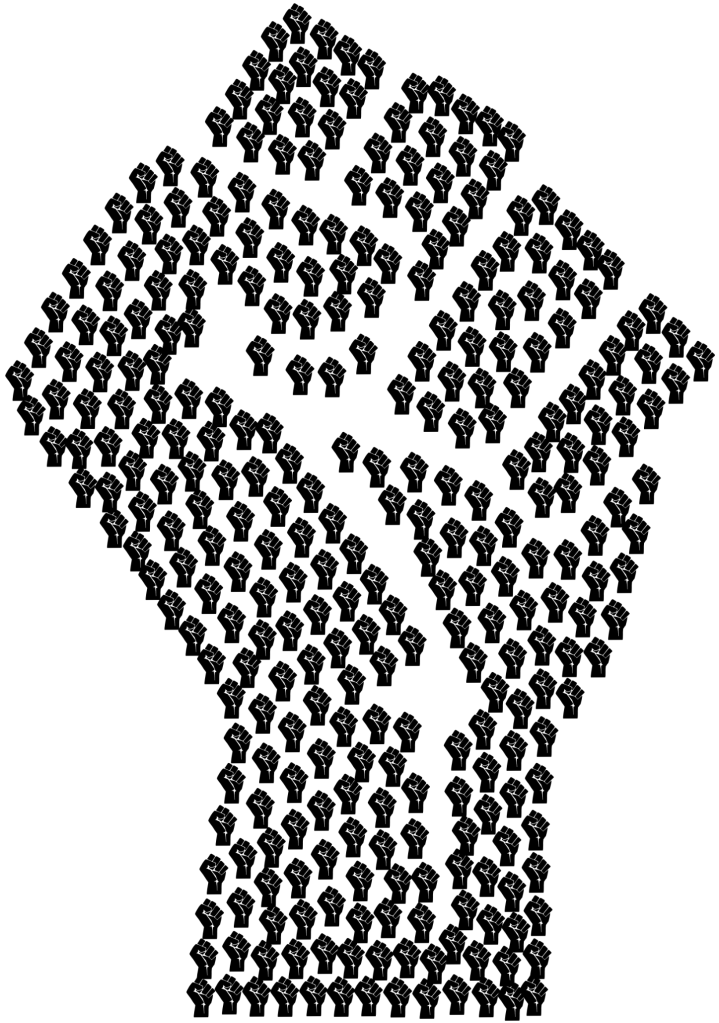
GOOD MORNING

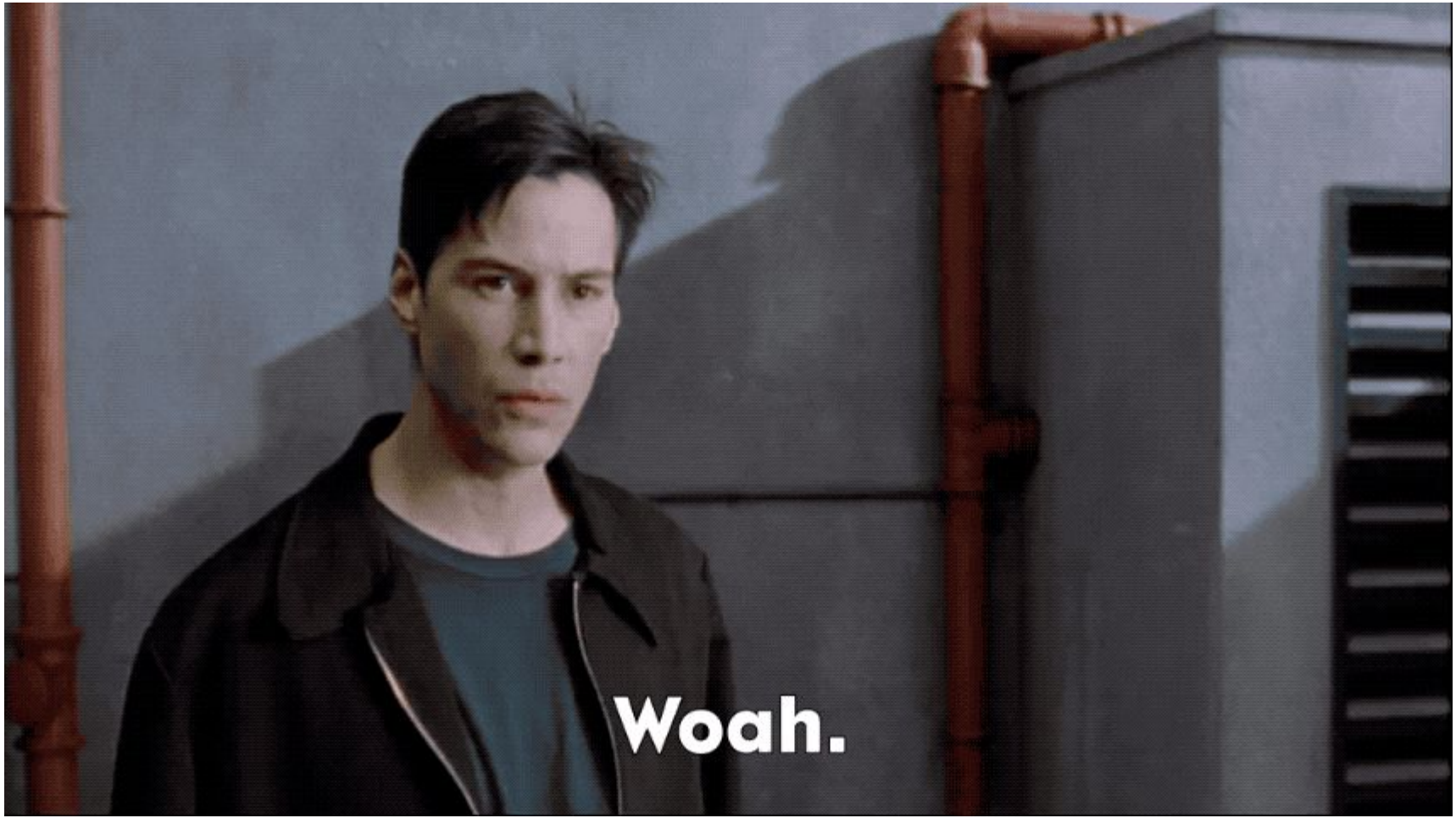


Thank you Albert!

Design Justice + Digital Services

Recap

Design justice rethinks the design process so that it centers around people who are normally marginalized by design.


Woah.

Potential injustices

- Project prioritization
- Project goals
- Project scope
- Scope creep
- Project stakeholders
- Measuring success

Things we've done to treat the symptoms of injustice

- Transit partnership
- Lifeboat
- Web guidelines
- E-mail marketing funnels
- Hiring a UX designer
- Web training
- myBus

Things we’re doing to treat symptoms of injustice

- myBus 3.0
- Design System
- Documentation
- More transparency & collaboration
- Asana templates
- Partnering with ITS & Swiftly
- New RFPs to build capacity
- 18F Partnership

How to treat the cause of Injustice

Hypothesis

If our team can align on a set of Principles & Values that focus on our users, then we will have clarity which will make prioritizing projects, defending projects, saying no to projects, producing high-quality projects, SUPER EASY.

Hypothesis

If our team can align on a set of Principles & Values that focus on our users, then that will give us clarity, which will make prioritizing projects, defending projects, saying no to projects, producing high-quality projects, SUPER EASY.

documentation is not fun (and yet we know its necessary)

Joe's Principles

- Innovative
- Strategic
- User-Focused
- Useable Open "Barrierless"
- Responsive
- Partners w/ Community
- Agile

Monica's Principles

- Helpful Educational Focused
- Adapting Evolving
- Community Local Culture People-focused
- Empathetic Understanding
- Open Egalitarian Accessible
- Collaborative Partnerships Mutual Reciprocal

Nina's Principles

- Transparent
- Fearless +1
- Empathetic
- Collaborative
- Equitable
- Helpful
- Service-Oriented

Al's Principles

- Equity
- Environmental Sustainability
- Transparent
- Friendly
- Simple
- Puns

David's Principles

- Education -
- Resource
- Brainstorming - ideas
- Experts
- Service

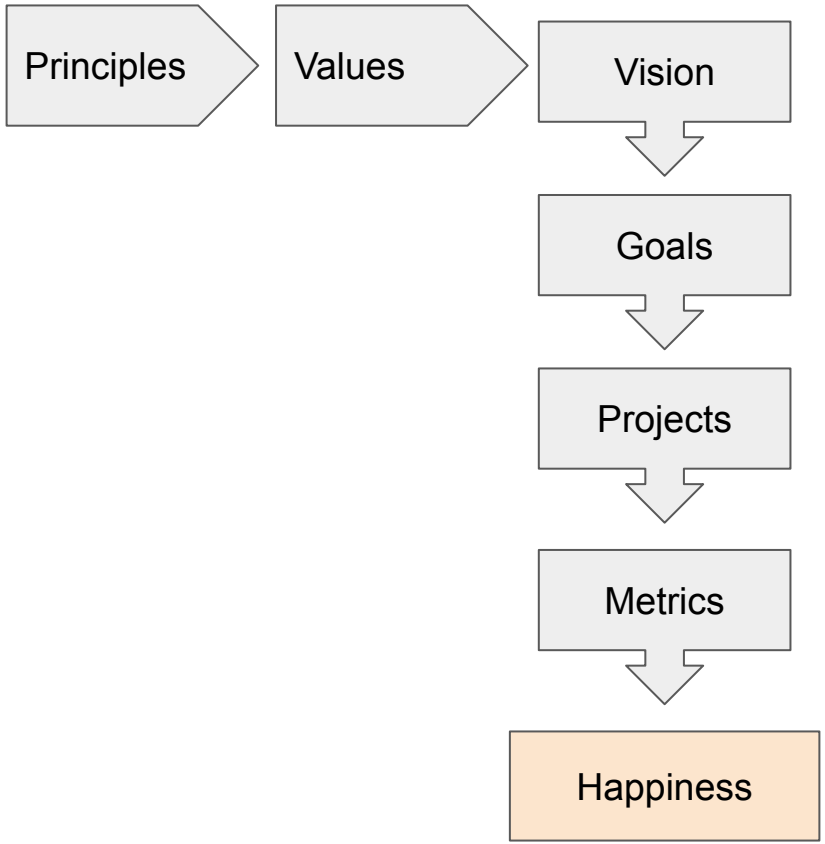
Alex's Principles

- Accountable
- Useful
- Trustworthy
- Accessible
- Reliable

Thank You!

Path to Happiness

1. Principles - permanent and unchanging. Ex. Integrity, honesty
2. Values are how you practice your principles and can evolve
3. Vision - Where do we want to be in 3-5 years. Ensure it aligns with Values.
4. Goal(s) - Specific ways we intend to get to our vision. What we learn as we accomplish our goals could evolve the Vision.
5. Discrete projects & tasks to accomplish goal(s)
6. Metrics to measure how close we are to accomplishing goal
7. Order, Clarity, Satisfaction, Quality, Boundaries



Communication of Metrics