



IDEO

Background:

IDEO is a nonprofit design studio focusing on creating equitable and user-friendly products. The HUDAG partnership will focus on creating data driven strategies to promote COVID-19 Vaccine uptake within traditionally underrepresented or “Rim” communities within the United States. Analysis from this case will potentially be presented to IDEO’s partners at the CDC. The project will involve the opportunity for quantitative analysis on social media postings as well as qualitative analysis on community surveys and past targeted intervention campaigns. Additional analysis may focus on identifying trends in misinformation over social media and recommending where to place vaccination sites.

Goal: Analyze which types of messaging campaigns will best promote uptake of the COVID-19 vaccine

Skills: Data Analytics, Marketing Analytics, Research