**MSIM Capstone Project Proposal**

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| **Project Title** | DataSmart DEI DashBoard |

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| **Project Sponsor** | |
| Sara Sanford | |
| **MSIM Project Team** | |
| **Name** | **Role** |
| [Gauri Nigam](mailto:gnigam2@uw.edu) | Data Product Manager |
| [Emma Grothaus](mailto:eng223@uw.edu) | UX Researcher |
| [Vanshika Srivastava](mailto:vsriva@uw.edu) | Product Manager |
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| **Project Overview** | |
| **Project Summary** | |
| This capstone project addresses the current challenges in workplace inclusion, recognizing the shortcomings of scattered approaches and the $8 billion spent annually on ineffective diversity training. In collaboration with GEN, a leading organization in equity and inclusion assessment, student team members will develop a pioneering data-driven design framework and Diversity, Equity, and Inclusion (DEI) dashboard prototype. This tool aims to guide companies in optimizing their processes for inclusion, offering a comprehensive assessment and recommendation system to design bias out and equity into the workplace. Through collaboration with local tech firms and stakeholders, the project seeks to create a tailored framework that meets the specific requirements of diverse workplaces.  More specifically, our team's contribution to this project involves the creation of a results-oriented dashboard, synthesizing insights from interviews and highlighting measurable actions. This dashboard will serve as a visual representation of organizational performance, showcasing both areas of success and opportunities for improvement. By actively involving stakeholders and partnering with GEN, the project aspires to contribute to a transformative shift in addressing workplace inclusion challenges, providing companies with tangible tools and insights to foster a more equitable and inclusive professional environment. | |
| **Goals and Objectives** | |
| **Client-Facing Datasmart DEI Dashboard:**  Objective: Manage the discovery and design phases of developing a client-facing dashboard.  Action Steps:  Collaborate with clients to understand their specific needs and preferences.  Define the features and functionalities of the dashboard.  Incorporate data visualization techniques to enhance user understanding.  Ensure the dashboard is user-friendly and aligns with client expectations.  **Wireframes/Prototypes Design:**  Objective: Design wireframes/prototypes for a user-friendly platform.  Action Steps:  Create initial wireframes based on the defined features and functionalities.  Gather feedback from stakeholders and make necessary adjustments.  Develop interactive prototypes for user testing and validation.  Iterate on designs based on user feedback.  **Employee-Level Platform for Optimization:**  Objective: Design a platform accessible to employees at all levels to optimize processes for inclusion.  Action Steps:  Identify key processes for inclusion optimization.  Design a user interface that is intuitive and accessible.  Implement features for tracking progress and evaluating impact.  Ensure the platform accommodates users of varying levels of seniority.  Prototyping the optimization part of the dashboard includes giving clients a platform to view recommendations, generate reports, and improve the recommendations (Step by step); this end-to-end product has to be built. | |
| **Key Deliverables** | |
| **Executive Summary:**  Document summarizing the project's key goals, objectives, and high-level overview.  **Current State:**  Report detailing the current state of the organization's data-driven design framework and the results of previous GEN-administered employee surveys and process audits.  **Opportunities & Objectives:**  Document outlining identified opportunities for improvement in the current state and specific objectives to address those opportunities.  **Scope: In-Scope List and Out-of-Scope List:**  Clearly defined lists specifying what is included (In-Scope) and excluded (Out-of-Scope) from the project.  **Stakeholder Analysis:**  Comprehensive stakeholder analysis document identifying key stakeholders, their interests, and their influence on the project.  **Roles and User Needs:**  Detailed document outlining the project's roles and each user type's specific needs.  **Capabilities and Features:**  Specification document detailing the required capabilities and features of the data smart DEI dashboard.  **NFRs and System Constraints:**  Document outlining non-functional requirements (NFRs) and any constraints that need to be considered during the development.  **Security Needs:**  Security requirements and considerations for the project to protect sensitive data.  **Roadmap and Adoption Strategy:**  Detailed roadmap outlining the phases of development and a strategy for adopting the new DEI dashboard within the organization.  **Product Backlog:**  Prioritized list of work that needs to be done to deliver the product using Epics, Stories, Features and Tasks.  **Sample Use Cases:**  Document illustrating sample use cases to help understand how the system will be used in different scenarios.  **Summary of Findings:**  A summary report consolidating key findings from the analysis phase, including insights from surveys and audits.  **End Prototype:**  The final product prototype showcases the design and functionality of the data-smart DEI dashboard. | |
| **Dependencies and/or related projects** | |
| Identifying dependencies and collaborating with other project teams, we can contribute to the overall project's success by delivering a user-friendly and effective interface that enhances the user experience in interacting with the data collected. Dependencies and Related Projects for this Capstone Project:   1. Data collection- Dependency on the data-focused team responsible for automating interview responses and survey data collection 2. UX research- Collaboration between both teams to gather insights into user needs and expectations 3. Data Security- Ensure UX design aligns with and supports the data security and privacy measures 4. ML and Bias- integrating NLP or ML algorithms and ensuring the UX design has features that make bias detection understandable for the user. 5. Integration with HR- Ensure UX design aligns with existing workflow and integrates with existing systems and technology 6. continuous improvement- work with teams on monitoring and that the UX design should include features for users to provide feedback and be adaptable to change. | |
| **Technology and platform to be used** | |
| * Figma for prototyping * DevOps Azure for backlog * Miro * Draw.io * Jira for roadmap * Google Drive for interviews * Qualtrics for Surveying | |
| **Documentation Required** | |
| * Business Requirements Document- Outlining GEN’s business model, strategic goals, and specific requirements for the DataSmart DEI Dashboard. * Access to past reports- Past reports generated by GEN, especially those related to equity and inclusion assessments, employee surveys, and process audits. * Process Documentation- Elaborating the existing processes at GEN related to equity and inclusion assessments. * Vision and Scope- Outlining the project's goals, objectives, and expected outcomes. * Sample Assessment reports- To understand the format, structure, and content expectations for the final deliverable. * Legal and Compliance documents- Outlining any data protection and privacy regulations. | |

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| **Risks and Mitigations** |
| **Data Security and Privacy Concerns:**  Risk: Handling sensitive employee data may pose privacy and security risks.  Mitigation: Collaborate closely with the data-focused team and implement robust security measures. Ensure compliance with relevant data protection regulations (e.g., GDPR, HIPAA).  **Continuous Improvement Challenges:**  Risk: Lack of features for user feedback and resistance to change may hinder continuous improvement.  Mitigation: Build feedback mechanisms into the UX design, encourage user feedback, and establish a process for iterative improvements. Emphasize the benefits of adaptability and positive change.  **Dependency on Other Teams**  Risk: Delays or issues with data collection, UX research, or integration with HR systems from dependent teams.  Mitigation: Maintain clear communication with other teams, establish regular check-ins, and create contingency plans for potential delays. Collaborate closely to address any dependencies promptly.  **Insufficient User Involvement:**  Risk: Inadequate involvement of end-users may result in a design that doesn't meet their needs.  Mitigation: Actively involve end-users in the design process, gather feedback iteratively, and conduct user testing to ensure the dashboard meets their expectations and requirements.  **Ethical Concerns:**  Risk: invasion of privacy or unintended consequences may arise.  Mitigation: We must engage in ethical reviews in the development process.  **Data Quality:**  Risk: Poor quality data or insufficient user research will result in designs that do not meet user needs.  Mitigation: (1) include interviews, surveys, and usability testing to gather insights and validate design decisions (2) ensure representation of a wide range of users in personas and scenarios.  **Bias:**  Risk: Design Decisions based on the limited understanding of cultural differences. Leading to inappropriate features.  Risk: Assumption bias, accessibility bias, gender bias- all of these biases capture the idea of unintentionally favoring a certain group over another in Design.  Mitigation: Conduct user testing and have clear communication channels with stakeholders. We also consider the research of experts in culturally sensitive design. |

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| **Assumptions** |
| Some assumptions are:  **Stakeholder Collaboration:**  Assumption: It is assumed there will be active collaboration and engagement with stakeholders, including clients, GEN, local tech firms, and end-users, throughout the project.  **Data Availability:**  Assumption: The proposal assumes that the necessary data for designing the DEI Dashboard, including results from employee surveys and process audits, is available or can be collected within the project timeframe.  **Collaboration with Other Teams:**  Assumption: The successful collaboration with other teams, such as data-focused, UX research, ML, and HR integration teams, is assumed to be crucial for the overall success of the project.  **Timely Completion:**  Assumption: The proposal assumes that the project will be completed within the specified timeline and any dependencies or potential delays will be addressed promptly to avoid impacting the project schedule. |

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| **Stakeholders** | | |
| **Name** | **Role** | **Contact Information** |
| Teams (Internal Stakeholder) | Responsible for planning, executing, and closing the project |  |
| Sara Sanford (Internal Stakeholder) | Provide overall direction for the project and ensure with are aligned with GENs business strategy and vision |  |
| Clients | End Users of the Product |  |
| Employee | Involved in day-to-day work of an Organization |  |
| Compliance authorities | Involved in representing the interest of the broader Public when thinking about Diversity and inclusion |  |

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| **High-level Timeline/Milestones** | | | | |
| **Milestone Description** | | | | **Milestone Date**  **(Approximation)** |
| **User Interviews:** To gather insights on the current state of workplace inclusion and understand user needs and expectations. | | | | January 30th, 2024 |
| **Opportunities & Objectives:** Analyze data from user interviews and identify opportunities for improvement. Define specific objectives to address the identified opportunities. | | | | February 15th, 2024 |
| **Scope In-Scope & Out-of-Scope list:** Clearly define and document the features and functionalities included (In-Scope) and excluded (Out-of-Scope) from the project. | | | | February 28th, 2024 |
| **Brainstorming and Feature Prioritization:** Conduct brainstorming sessions to generate ideas for features. Prioritize features based on their importance and feasibility. | | | | March 10th, 2024 |
| **Capabilities and Features:** Define the DataSmart DEI Dashboard's functionalities, data visualization techniques, user interaction elements, and other capabilities and features. | | | | March 20th, 2024 |
| **Roadmap & Adoption Strategy:** Detailed plan outlining the phases of development and defining adoption strategies for the new DataSmart DEI Dashboard within the organization. | | | | April 5th, 2024 |
| **Feedback Implementation:** Continuous user feedback, report issues, and suggest improvements. | | | | April 20th, 2024 |
| **Final Prototype:** Final prototype version incorporating all feedback from stakeholders and ensuring it meets our clients’ expectations. | | | | May 3rd, 2024 |
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| **Sponsor Review** | | |
| **Sponsor Name** | **Comments** | **Date** |
| Sara Sanford - GEN | Given the updates made to this document as of 12/7, this proposal is approved. | December 8, 2023 |
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