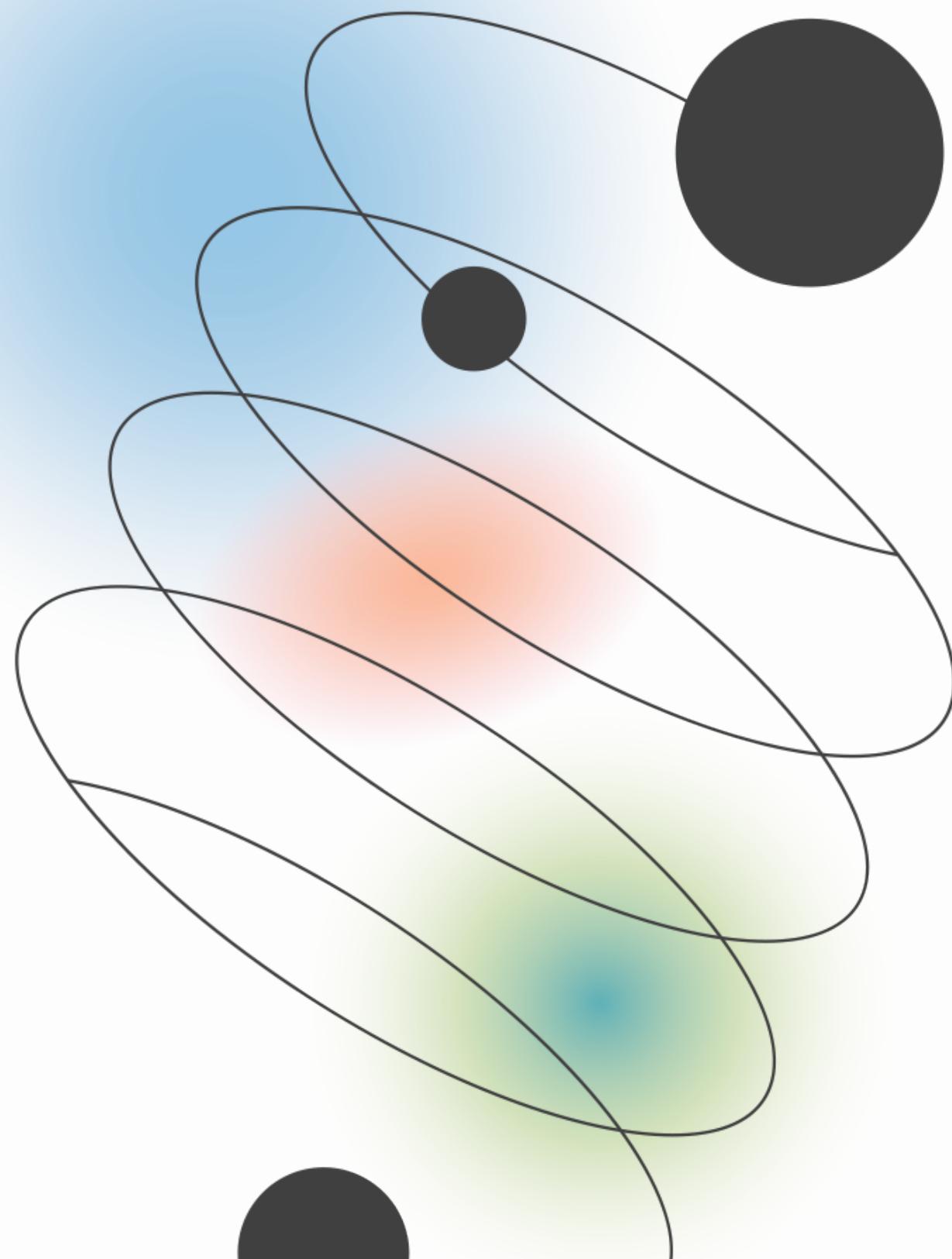


# POVs and Experience Prototypes

Lainey Wang, Nancy Hoang, Fernanda Kramer, Britney Tran



# The Team



Lainey Wang



Nancy Hoang



Fernanda Kramer



Britney Tran

# Problem Domain

Fostering conversation and empathy  
for identities different from one's own

# Initial POV

We met Trish who is an undergraduate studying Info Science at UT Knoxville.

We were surprised to realize that she changed her major because she felt isolated as the only woman in her CS classes, and belittled when her male counterparts spoke down to her.

We wonder if this means that regardless of her skill set, what drives her choice in major is her environment and peers, specifically how welcoming they are.

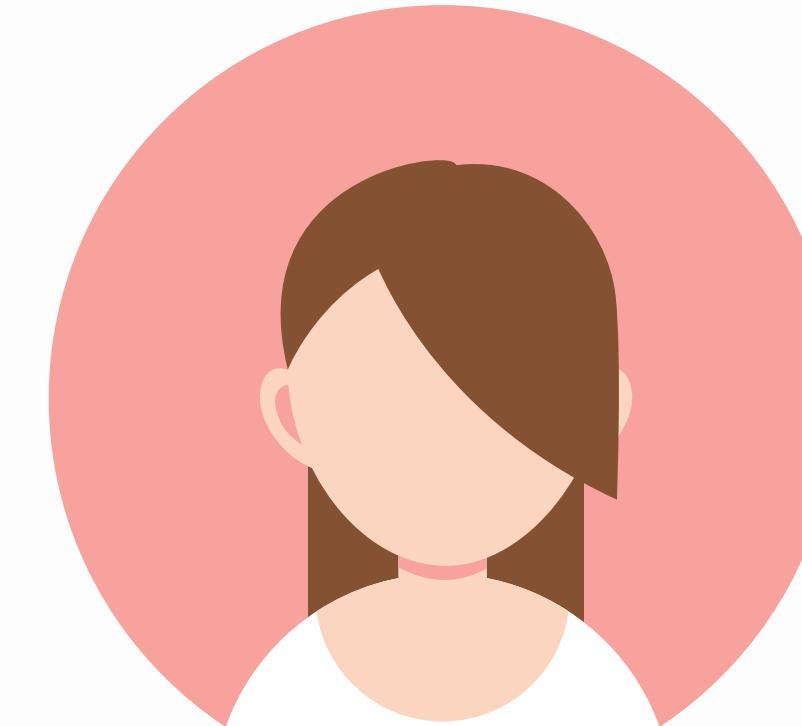
It would be game-changing to find a way for women to feel they belong in STEM, even if they are alone physically.

# Additional Needfinding



**Raena**

36, Equity Team at  
Facebook



**Amber**

23, Delivery Driver for a  
Cannabis Dispensary



**Susan**

mid 50s, Software  
Engineer at Hitachi

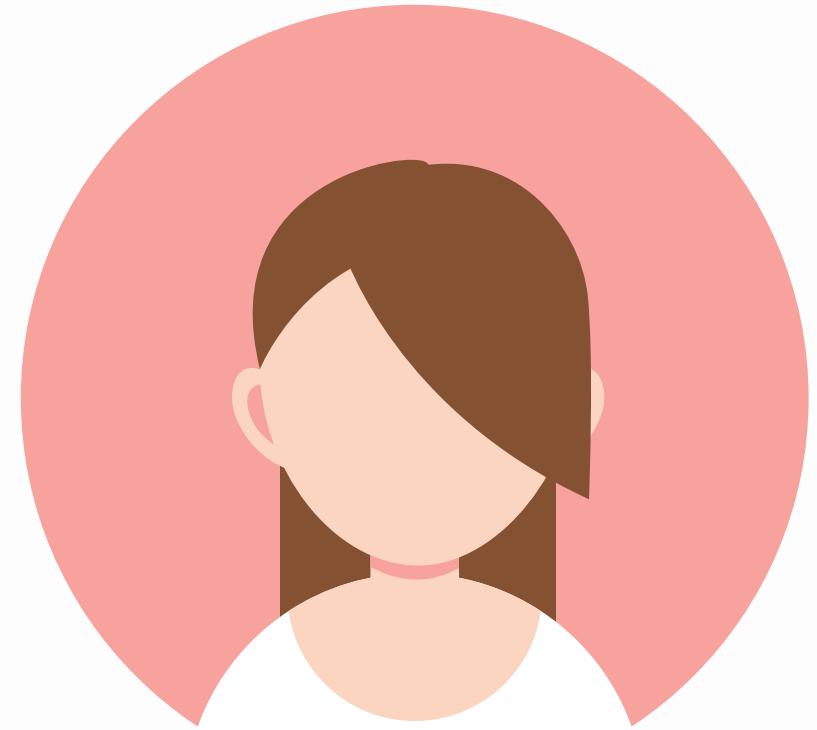
*"They pertain to **all of us**. We are all living in the world and effected by how equitable or inequitable the systems are."*



Raena

*"What comes to mind when you hear  
'systemic justice issues'?"*

*"The various ways parents raise their  
children and how sometimes that's  
harmful to a child's perspective on the  
world."*



Amber

*"From my personal experience, black people occupy how many - 13% of the population? But if you count the number in jail, how many are black? Maybe 50%? ... Is that because of the system? No I don't think so. I think that's based on fact, because they committed some crime. That's why they were put in prison. Not because of systematic tragedies."*



Susan

# POVs & HMWs



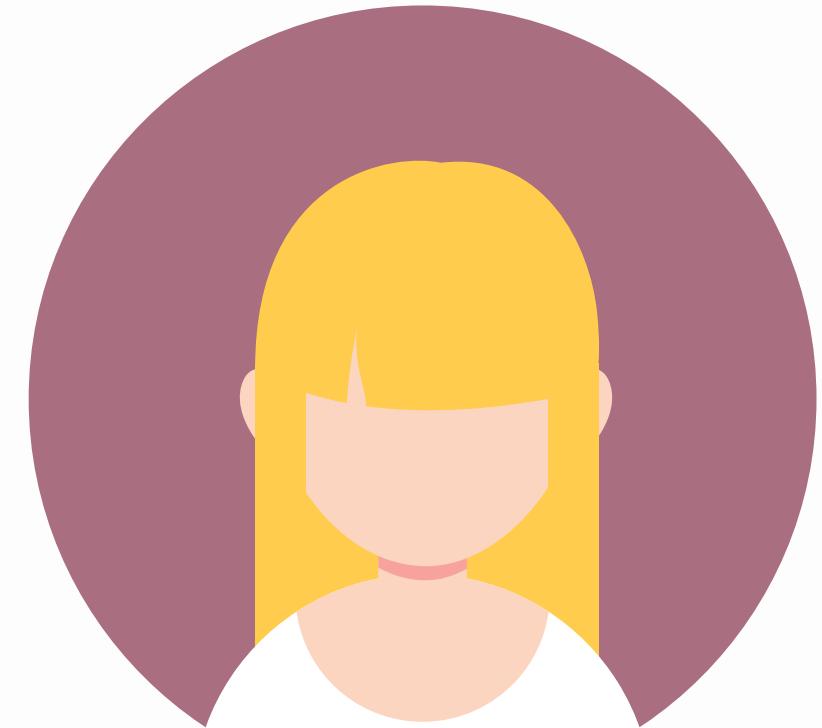
# POV 1

We met Trish who is an undergraduate studying Info Science at UT Knoxville.

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We wonder if this means that regardless of her skill set, what drives her choice in major is her environment and peers, specifically how welcoming they are.

It would be game-changing to make educational environments welcoming regardless of identity.



Trish

# POV 2

We met Susan, a 56 year old, conservative Asian immigrant who is a software engineer at Hitachi Energy.

We were surprised to realize that she claims racism towards Black people is not a systemic issue, but rather a result of statistics/lived experience while she points out systemic issues towards anti-Asian hate such as lack of media coverage and diversity in education.

We wonder if this means that she has developed an unempathetic view of Black people because she has not met enough to see them as people rather than statistics.

It would be game-changing to bring people together from different POC groups to share stories and increase perspective and understanding.



Susan

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**How might we encourage people to learn and empathize with issues that do not affect themselves?**

**How might we explain concepts of oppression with more emotion/stories rather than statistics?**

# POV 3

We met Amber, a 23 year-old woman from Los Baños, CA who works as a delivery driver for a cannabis dispensary.

We were surprised to realize that she said nothing else comes to mind when she thinks of systemic inequity besides the parents someone is born with and the perspectives they provide.

We wonder if this means that she is upset at her parents for not offering her diverse perspectives and feels they inhibited her development as an open-minded individual.

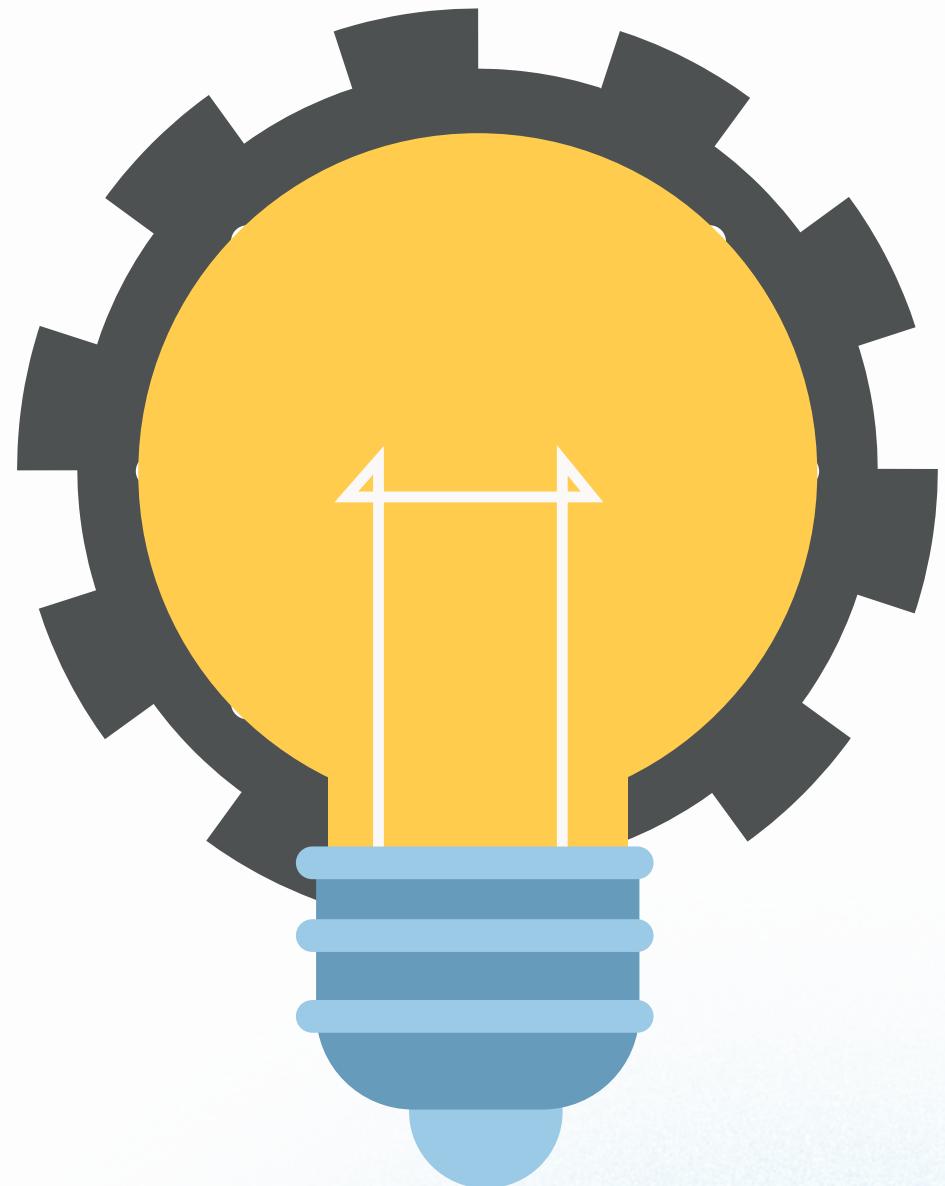
It would be game-changing to provide children with mentors outside their parents to help offer them new perspectives that their parents cannot.



Amber

We met Amber, a 23 year-old woman from Los Baños, CA who works as a delivery driver for a cannabis dispensary. We were surprised to realize that she said nothing else comes to mind when she thinks of systemic inequity besides the parents someone is born with and the perspectives they provide. We wonder if this means that she is upset at her parents for not offering her diverse perspectives and feels they inhibited her development as an open-minded individual. It would be game-changing to provide children with mentors outside their parents to help offer them new perspectives that their parents cannot.

How might we leverage the internet to create educational spaces outside the classroom for children to learn to recognize and develop sensitivity to the needs of people with identities different than their own?



**Solutions &  
Experience  
Prototypes**

*How might we encourage people to learn and empathize with issues that do not affect themselves?*

Create a platform that allows users to anonymously ask non-politically correct questions they would be uncomfortable asking in person

# Experience Prototype 1

## Asking about Identity Anonymously



Emily, 20, Vietnamese-American,  
Web Design Major  
&  
Jessica, 20, Ghanaian-American,  
Education Major

### Assumption:

People are uncomfortable asking personal questions about racial experiences in person but are willing to anonymously.

### What we did:

- moderated a conversation between two people anonymously through text on Jamboard
- guiding questions
- strangers discussed racial, cultural, and other identity topics
- short 5 minute interview

## One more minute

Awesome! Thank you for your questions. Please return to frame 3.

4 more minutes

Cool, time is up now so can you move to frame 6?

Please for 5 or more questions if possible. They can be out of the box as you'd like

I do for the most part, but it depends. I know hair extensions are one thing, and I view those neutrally, but I think getting box braids or other historically Black styles is appropriate.

I heard some people say that if you learn all the history about braid and appreciate and understand that it is acceptable. But to approach it as a trend would be appropriate. There's a lot of differing views but I definitely think

Do you think that someone of another race wearing weave is cultural appropriation?

Is it difficult to embrace Ghanaian culture as a Black American? (do people stereotype you to have typical American culture)

It has been for me mainly bc I wasn't raised there and distanced myself from the culture during my adolescence. I have more respect for it now but it doesn't feel authentically mine

I feel similarly, recently I've been trying to listen to Viet music to embrace and connect more but it just feels weird to me. It's easier for me to listen to Viet-American artists (not sure why).

Do you think BLM benefitted black communities or hurt it? Do you think that it should have been approached differently?

I think it benefitted Black communities, but the progress has been performative in a lot of areas. I'm not against destructive protests, but there has to be a goal beyond that.

Did you ever experience a time where you felt like people didn't treat you differently based on your skin color? (For example when I was a child I didn't even know that I was "different")

I also went to an elementary school that was largely white, and I can't recall ever being treated differently, partially bc I had little understanding of race.

Thank you for taking the time to respond to your partner. Could you go back to your og board and respond once again for 3 minutes?

Feel free to comment on all or a few things. Anything you'd like your partner to know :)

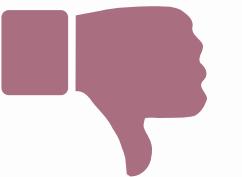
# Results



## What worked

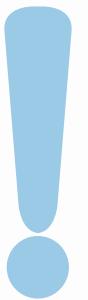
text platform

guiding questions



## What didn't work

having a live moderator  
present



## Surprises

race of other participant  
mattered

POC felt comfortable with  
another POC

remained guarded even  
with anonymity



## Learnings

participants care to know  
background of other  
participant

background= security

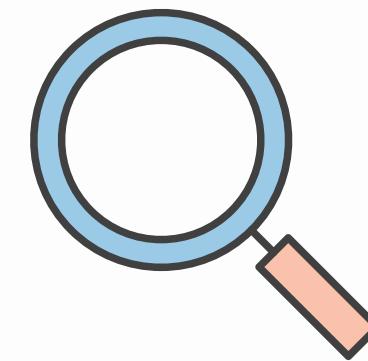
# Results

Were the assumptions valid?



Participants felt more comfortable asking questions about identities anonymously

New assumptions?



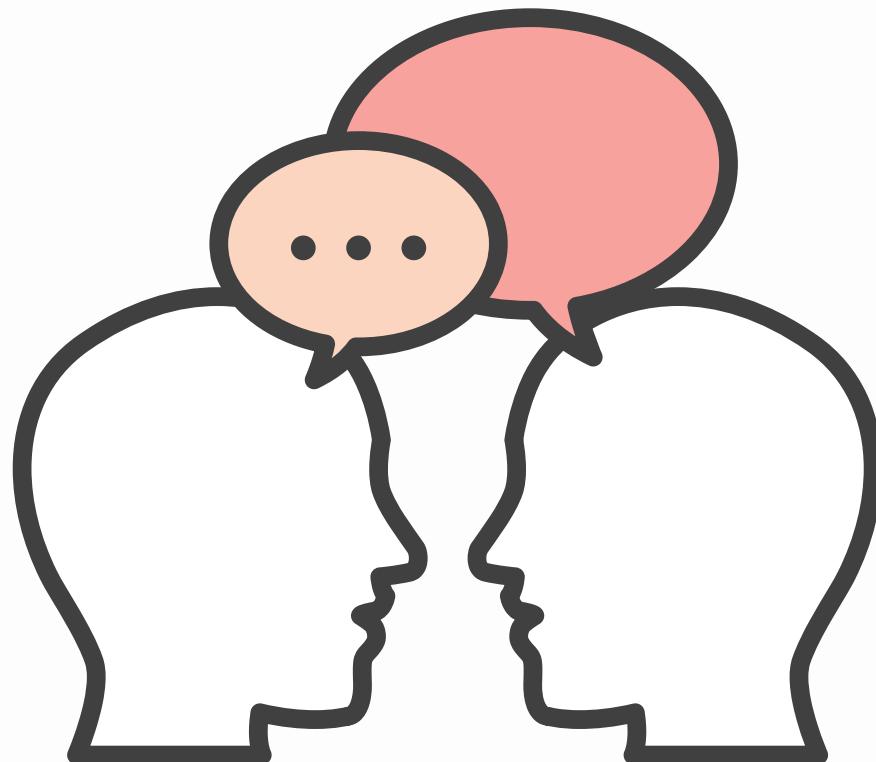
Participants feel more comfortable speaking about racial experiences with other POC if they are also POC.

*How might we encourage people to learn and empathize with issues that do not affect themselves?*

Leverage their friends and family; make an educational app that helps guide you through how to talk to a family member/friend about polarizing issues.

# Experience Prototype 2

## Polarizing Parley with a Parent



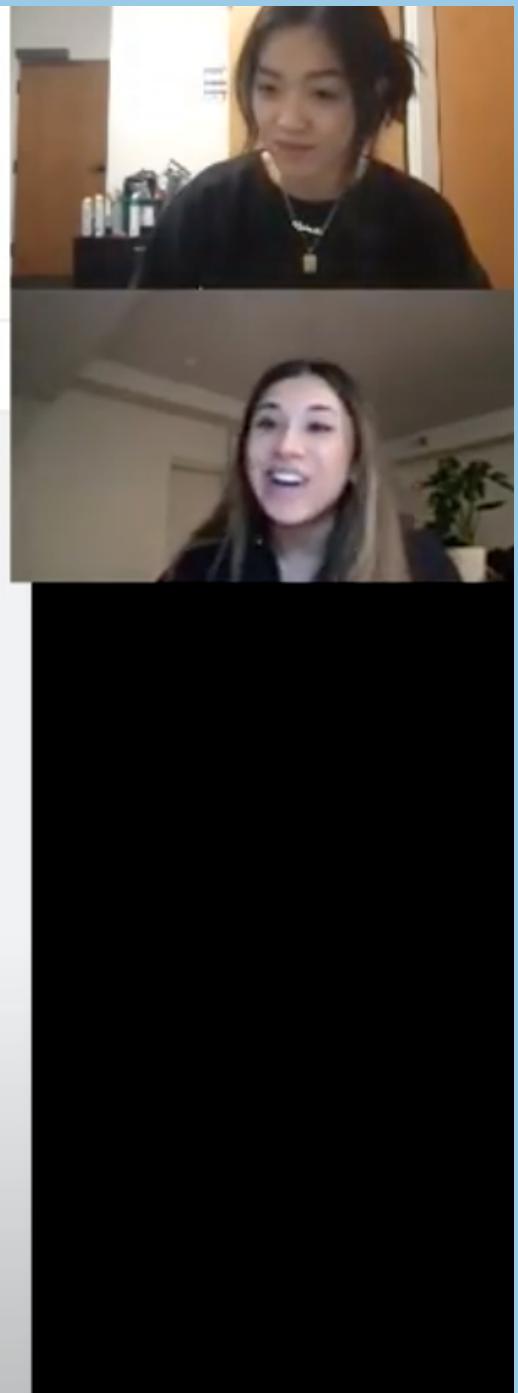
Bella, Filipino-American, Education  
Coach @ Guild Education

### Assumption:

People would find conversations about polarizing issues easier once they have some guidance.

### What we did:

- pre-interview
- Guidance Cards
- **Mock conversation** with participant's "parent" about a polarizing issue, experimenter served as the stand-in "parent."
- post-interview



jamboard.google.com

Conversation w/ Parents Exp. Prototype - ... Experimental Prototypes - CS147 - Google... Guidance Cards - Google Jamboard My Drive - Google Drive

## Guidance Cards

1/1 Share B

Set background Clear frame Open on a Jamboard

1. Share why you're having the conversation with them

2. Ask their opinion on the topic

3. "Do you know anyone in the affected community?"

3. Share your own story

Things to keep in mind:

On a scale of 1-10 (1 being disagree, 10 being agree)

Appear genuinely interested in what they have to say

**Ask if they relate**

Reason you agree? Reason you disagree?

Listen nonjudgmentally

Ask a question that gets them to reflect on their own experiences to see if they've felt something similar to those in the marginalized community (ex, "What was a time someone showed you compassion when you

Be validating

Ask questions to show that you're interested

A vertical toolbar on the left contains icons for edit, search, set background, clear frame, and open on a Jamboard.

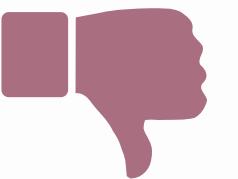
# Results



## What worked

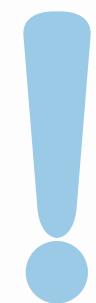
guidance questions used  
by participant

produced a "productive"  
conversation



## What didn't work

inauthentic conversation



## Surprises

"I am very emotionally  
driven and looking at those  
cards helped me process. I  
was able to ask about how  
you're feeling that way  
instead of just disagreeing  
immediately"



## Learnings

the goal is to have  
productive and informative  
conversations, not to  
change the other's mind

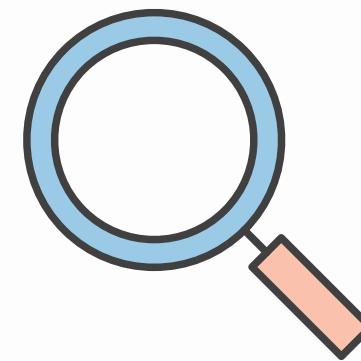
# Results

Were the assumptions valid?



Guidance was helpful in navigating conversations about polarizing issues.

New assumptions?



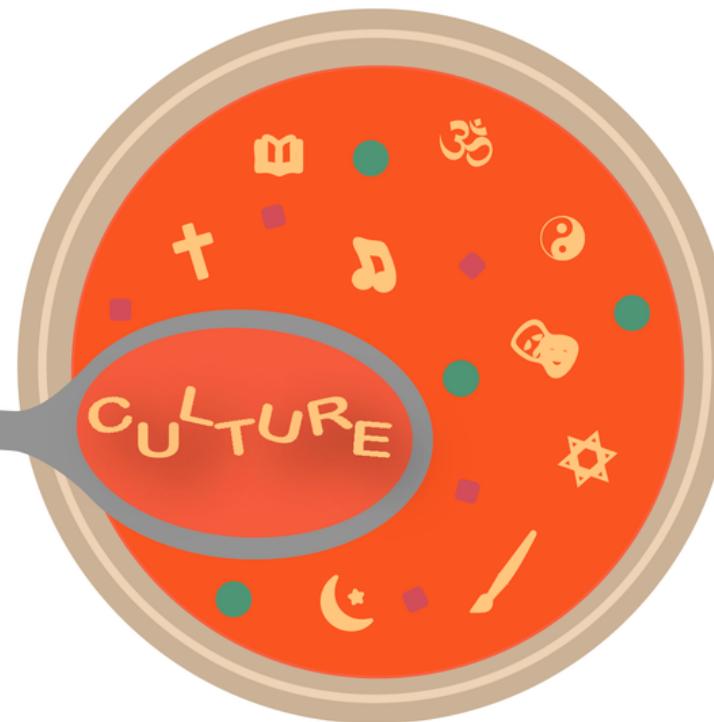
People become emotional when their parents disagree with them on polarizing topics.

*How might we leverage the internet to create educational spaces outside the classroom for children to learn to recognize and develop sensitivity to the needs of people with identities different than their own?*

Develop an app for cooking cuisine from different cultures which also helps you learn about the story behind dishes.

# Experience Prototype 3

## Conversations through Cuisine



Carol, 24, Software Engineer  
&  
Mary, 23, Product Manager

### Assumption:

People want to learn more about the culture behind the foods they eat

### What we did:

Give people an ~ethnic~ snack and have a conversation about it to see if they'll ask about the **culture behind it**

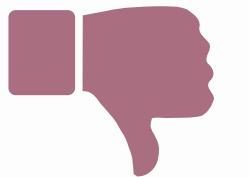


# Results



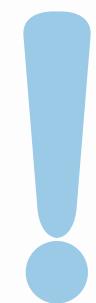
## What worked

eating cultural foods led to an increased connection to that culture



## What didn't work

participants did not inquire about the culture, but instead about details specific to the dish (i.e. taste, price)



## Surprises

when asked what the foods reminded participants of, responses differed based on the food. Ramen led to personal stories, and chickpeas led to culture-specific stories.



## Learnings

the experience of cooking the food is different than that of tasting it.

better design may have included participants cooking the food

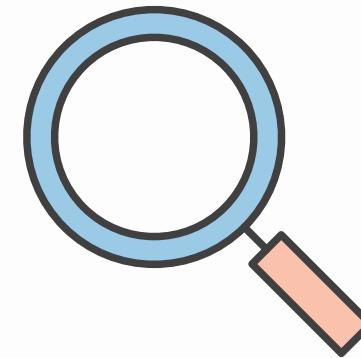
# Results

Were the assumptions valid?



Tasting cuisine from a culture did not increase desire to learn about the culture.

New assumptions?



The experience of cooking food makes people want to learn more about the culture behind the foods.

# Summary

## Key Takeaways

People feel more comfortable asking questions about the experiences of people with different identities anonymously.

Safety is key! Prevent trolls.

POC users appreciate speaking with other POC users.

Guiding questions are helpful when navigating difficult conversations about polarizing topics.

Productive and informative conversations > Changing their beliefs

Inauthentic conversations are not helpful.



# Summary

## Next Steps

Identify how we can help users feel safe while asking controversial questions anonymously

Identify how we can guide conversations to be productive while maintaining authenticity



Thank you!