

Design Action Questionnaire

Fall 2013 (MIT + NuLawLab + BIC + REV-)

This is the Design Action Collective Web Design questionnaire. We've edited it so that it is not web-specific. Thanks to [Design Action Collective!](#)

DESIGN ACTION QUESTIONNAIRE

General Intake

Who from your organization will be participating in the codesign process? Please designate who is the primary point of contact and who has the authority to sign off on scope changes and final project completion.

From REV-, Marisa Jahn and Anjum Asharia will participate in the codesign process. Anjum is the primary contact, and Marisa has the authority to sign off on scope changes and final project completion. From BIC, Natalicia Tracy will be the primary participant in the process (with BIC members and staff participating throughout, e.g., via design charrettes and prototype testing).

How much time is your staff going to be able to devote to this project internally for the development of this codesign project?

Outside of scheduled meeting times, REV- staff is devoting at least half of our time to the project (20 hours/week).

Are there any hard deadlines by which we must complete our work?

Ideally, there will be a work product completed by early December, in time for the launch of BIC's worker health and safety training materials.

Are there any other special considerations regarding your internal capacity, processes, or timeline we should be aware of?

N/A

How savvy do you consider your organization and staff in relationship to this codesign project? List necessary skills along with skill level.

We consider ourselves pretty savvy with regard to the codesign project and process, with high

level skills in areas including:

* Research, advocacy strategies, community organizing writing (e.g., scripting, user guides, promotional materials, grants, etc.), graphic design, media production, budget planning and management, workshop facilitation, outreach, evaluation, and more.

What internal resources do you have to work on this project (staff, volunteers, organizer)?

We have staff (2 from REV-, 1 from BIC) devoted to this project, and over the summer we had support from volunteers in preparing research in advance of the project. REV- has also secured and is continuing to seek additional funding to support the project.

If you currently have any content or structure around the project, how developed is it?

Content (OSHA-approved domestic worker health and safety training materials) is still in development, and we are anticipating to have a working version of the content by October 16.

Who is responsible for that content and those structures? How does this process work in your organization?

BIC is working with OSHA to develop that content. Natalicia is submitting material to OSHA in the coming days, and has indicated that it will likely be approved with minor changes.

What changes do you see to this process after the completion of the project?

This content is largely 'evergreen'—content informing the project will not change very frequently.

Overall Purpose

What are the key organizational goals for this codesign project? (ex, improve image, educate the public, raise money, mobilize our supporters) Please state these in as much detail as you can, and in order of priority.

For BIC, the goal is to create culturally engaging educational materials that are not only service-provision oriented, but also serve as worker organizing tools. For REV-, the goal is to develop not only tools/materials, but also replicable frameworks (e.g., technical documentation, resource kit for organizers) so that projects can self-generate or be adapted by groups outside of this particular codesign process. Finally, by working at the intersection of art, advocacy, and technology, we aim to inform, involve, and galvanize broader audiences in the growing movement for domestic workers' rights. Thus, the key organizational goals include:

- advancing domestic worker health and safety
- base-building and membership mobilizing
- creating frameworks to sustain and enable future projects
- galvanize new audiences and accelerate the growing movement for workers' rights

Strategic goals

What is the *single* message you want a new user to take away from interacting with your project/program? What one thing do you want them to remember? This is often a succinct refinement of your mission statement; the answer to this question drives the focus of your project, because you want your message very clearly stated.

Interacting with the project, a worker will hopefully find resources and information available to her when she needs them, and will feel included, connected, and compelled to deepen her involvement in workers' struggles.

If you have worked on this project already, what do you like the most about it and what do you feel is missing?

We like:

- that the need is well-defined
- the opportunities for creativity and education to take place throughout all stages of the project, and by people of various backgrounds
- the low barrier to entry/use (basic cell phones)
- that the project supports our organizing, advocacy, and education goals

What's currently missing are the resources that will serve to sustain the project and build capacity within the community partners.

About Your Constituencies

Who are the audiences and participants for this codesign project? (Be specific if possible [members, staff, funders, researchers, allied organizations, opposition, etc.]

The primary audience and participants are domestic workers (members of BIC, but also otherwise affiliated/unaffiliated workers in MA and nationally), who are largely immigrant women of color. Other audiences include allies such as various other low-wage worker and immigrant constituencies, legal service providers and advocates, labor organizers, creative technologists, etc., as well as the broader public.

Who uses your current related programs and projects (if you have them)?

REV- has produced projects with domestic workers in NYC, as well as CA. In MA, domestic workers are a key constituency at BIC.

If not mentioned above, who do you wish would experience this project?

N/A

Please list 1-3 top priorities for each participant group. What do you want them to do with the project? What are some of the questions that might drive them to your project?

1. For workers: access to resources and information, opportunities for creativity and education through participation
2. For organizers: building skills, enhancing outreach and mobilizing
3. For organizations: establishing and extending collaborations and frameworks to support current and future activities, developing more effective methods for achieving mission, demonstrating innovation and garnering support from allies and the public

Take a minute to describe one or two 'typical' participants in your programs and projects (they can be real or imaginary). Describe them demographically (race, class, gender, etc.), politically, in terms of interests, etc. What are they looking for?

The participants in our programs and projects also use the following programs and projects (list up to 5):

Features

Please list some projects that you are attracted to (they can be your own previous projects), and mention why, including functional and design elements. Please list some related projects that you feel function well, and/or that may contain elements of functionality that you would like to incorporate into your project. These might include features like a specific interaction or community engagement, for instance.

- Text4Baby (interactive SMS)
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Does your project need to be in languages other than English? If so please list languages and extent of required content translation.

Yes, ideally we would have the project in at least English and Portuguese (however for the purposes of this codesign studio, we are only working towards the English project).

Are there any other features required that are not mentioned above?

Future Project Expansion

When planning and building a project, it is important to allow room for project growth and change, as the organization grows and changes. For this reason we ask, how do you envision this project changing/and or expanding in the future, and over what kind of rough timeline? Would these changes constitute changes in functionality, for example

**added features, animation, downloadable information options, online donating/products?
Please list these in as much detail as you can foresee.**

The project might change with the addition of new features and functionality, depending on the needs of BIC. However, this might occur by absorbing the project into a larger structure/project that has additional functionalities, rather than changing the codesign project itself.