

# **Workplace Equity: Optimizing Data-Smart, Equity-Centered Work Environments**

**University of Washington Capstone 2024**

**Team Trailblazers**



# About Us

**Sponsor: Sara Sanford (Founder of GEN)**



## Team Trailblazers



**Emma Grothaus: MSIM Student**



**Gauri Nigam: MSIM Student**



**Vanshika Srivastava: MSIM Student**

# Project Overview

## What is GEN ?

GEN, an organization that **provides a data driven certification** to debias systems in the workplace and remove systematic barriers for employers to take the guesswork out of equity and move toward a gender-balanced, talented workforce.

## Issues faced

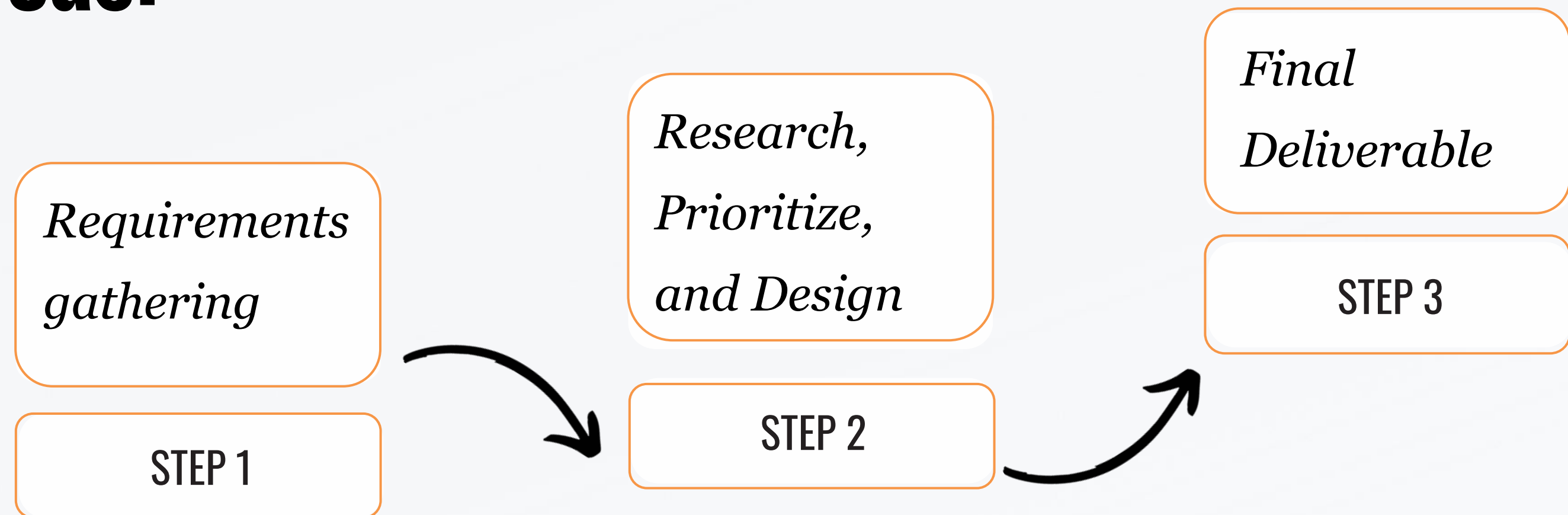
**Clients face issues with the current structure of tracking progress of the GEN certification.** This contributes to a longer certification process, loss of team buy in for the client, and increased burden from manual effort for both the client and GEN.

## Solution Designed

In order to address these problems, Team Trailblazers conducted research and used findings to shape a **solution that enhances the certification process for clients and GEN.**



# The entire solution can be broken down into three broad areas:



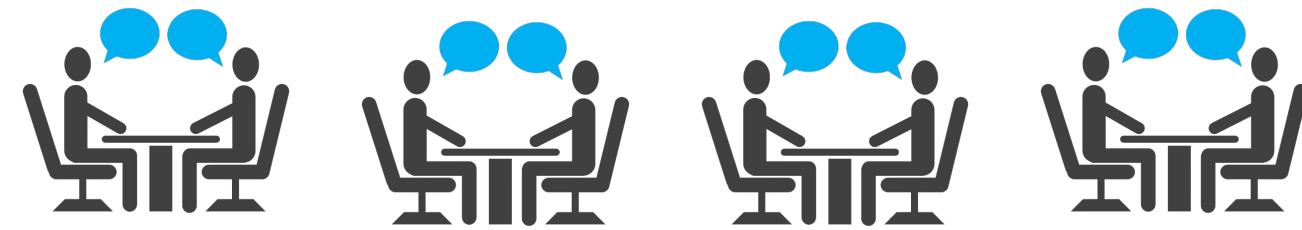


## Requirement Gathering

- **Objective:** Understand the specific needs and challenges faced by clients during the GEN certification process.
- **Key Milestones:**
  - Collaboration with our sponsor
  - Literature review and competitor analysis that measured
    - *Awareness, Usage, Delivery Method, Suggestions*
  - Conducting initial stakeholder interviews that measured
    - *Current State Processes, Needs, Frustrations, Suggestions*
  - Outlined existing workflow analysis to pinpoint areas for improvement

## Tools Used:

- Zoom and Microsoft Teams for interviews
- Excel for competitor analysis
- Excel for User Research theming



User Interviews



Theme	Code	Description
Emotion	Frustration	User having frustration or negative language with anything we mention
Emotion	Satisfaction	User using positive language in general about items we mention
Emotion	Certainty	User expression things they dont want to be changed from the certification process
Emotion	Speculation	User raising points about what they would want the GEN Certification process to be
Person	Difficulties	User having setbacks during the certification process
Person	Beliefs	Thought the user holds about The future Dashboard process
Organization	Roles	User expresses what role people or tech played in the certification process
Organization	Interaction	User mentions how they completed the certification in the past



Interview Theming

Code  
Person

Row Labels

Hey, I would like you to do this because it would help us get to this standard And the pushback is just  
I love to be able to see progress like a stoplight chart  
once you get your goals set so like for us, for example, our leadership representation goals like there  
that's one of the real big values, GEN adds, is sometimes you think you're doing the right thing and  
the opportunity for me to upload a file : to prove that I've met it  
There are to-do lists right? Like checklists.  
what was the most difficult part. I said, people always the most for sure.  
And I think it's gonna be important for future investors in our company, that that we do those sort of  
And one of the toughest things is, I'm not the owner, so I can't. I no longer have that overarching in  
And so I could picture what I would love is if, like each one of those initiatives or or areas for improve  
And then optimizations pending. And then, you know, maybe some tips on how to get it.  
anything like that to compare where you were versus where you are  
anything to celebrate the successes that you can show on a a dashboard, I think, is important  
Anything to do with like like promotions and performance appraisals. Very important that there's some human, you know only

Code

Search

- (Select All)
- Beliefs
- Certanty
- Difficulties
- Frustration
- Interaction
- roles

Clear Filter

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## Research and Design

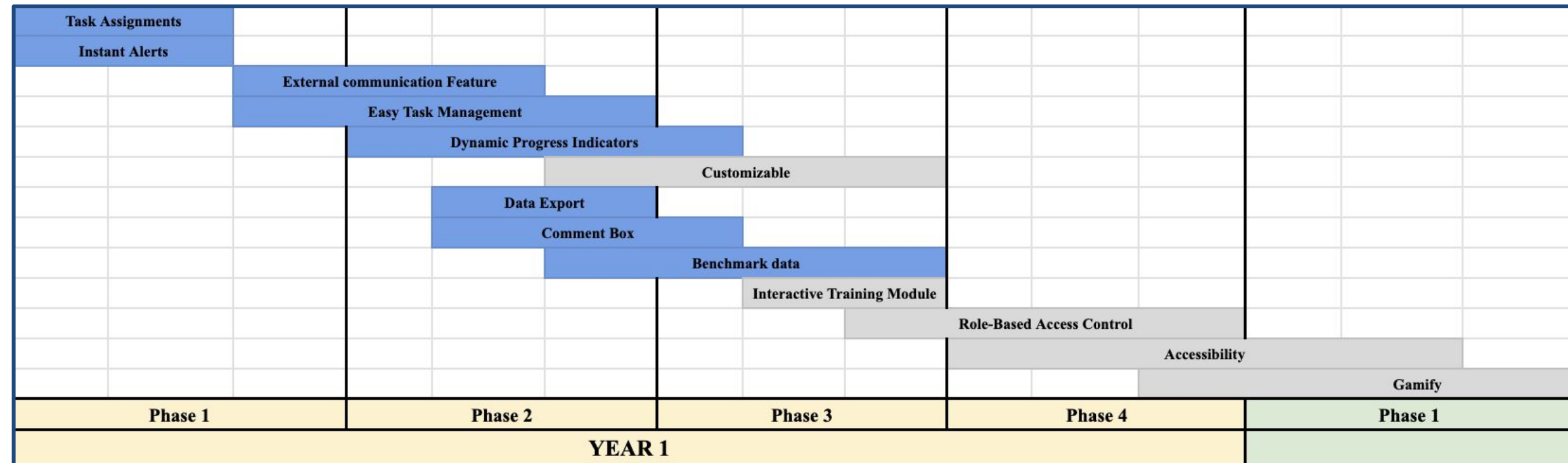
### RICE Method



Brainstormed Features	Reach(1-5)	Impact(1-5)	Confidence(1-5)	Effort(1-5)	Score	Final Score
Dynamic Progress Indicators	5	5	4	4	25	25
Easy Task Management	5	5	5	3	41.66666667	42
Task Assignments	5	5	5	2	62.5	63
Internal Chat Integration	3	4	4	3	16	16
Instant Alerts	4	5	5	2	50	50
Look back feature	5	5	5	4	31.25	31
Benchmark data	3	5	4	4	15	15
Role-Based Access Control	4	4	3	5	9.6	10
External communication Feature	4	5	5	2	50	50
Gamify	2	3	1	5	1.2	1
Interactive Training Module	3	3	3	2	13.5	14
Accessibility	2	3	3	5	3.6	4
Customizable	4	5	4	4	20	20
Data Export	3	3	4	2	18	18



### Roadmap



- **Objective:** Develop solutions that address the identified requirements, focusing on enhancing the certification process and client management.

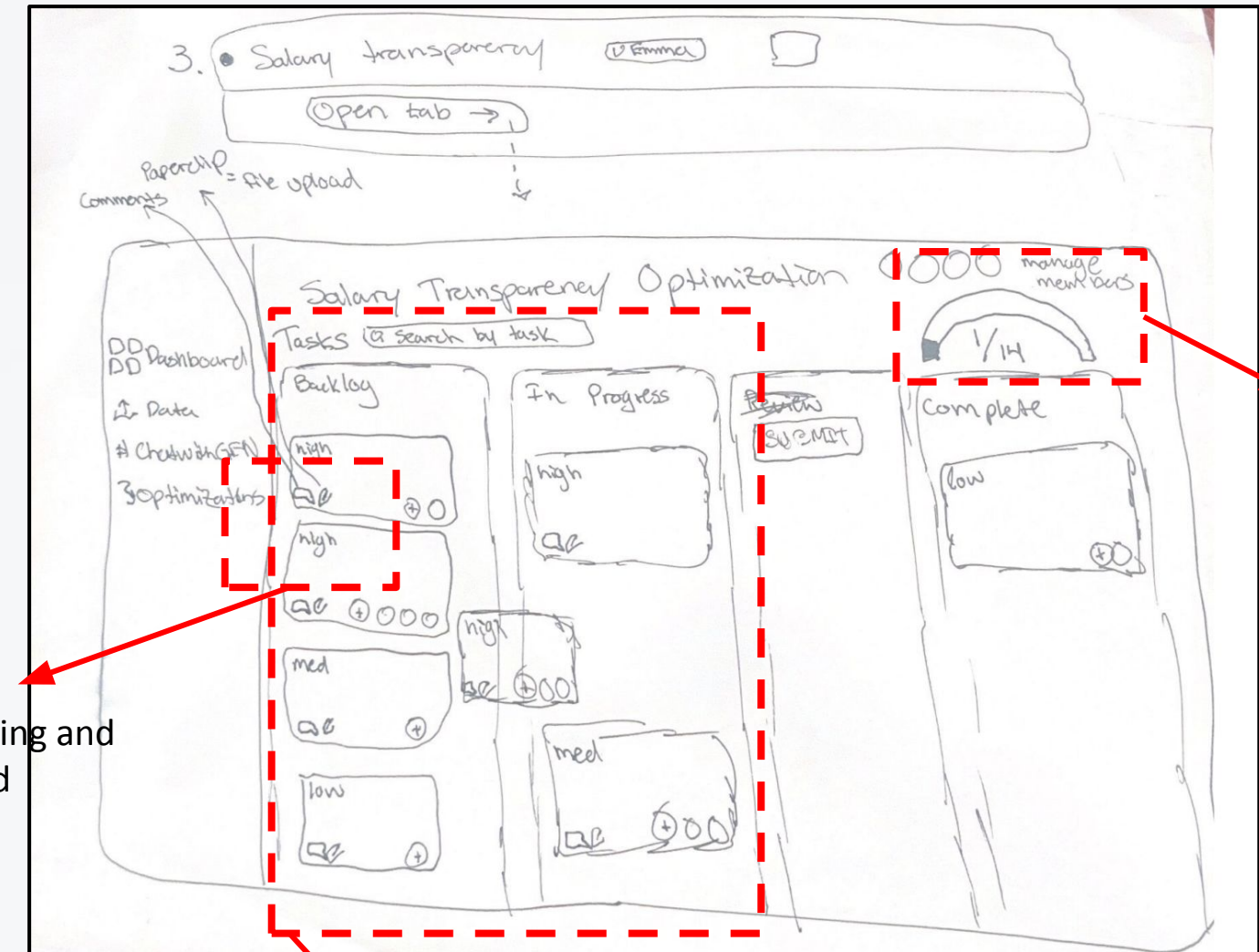
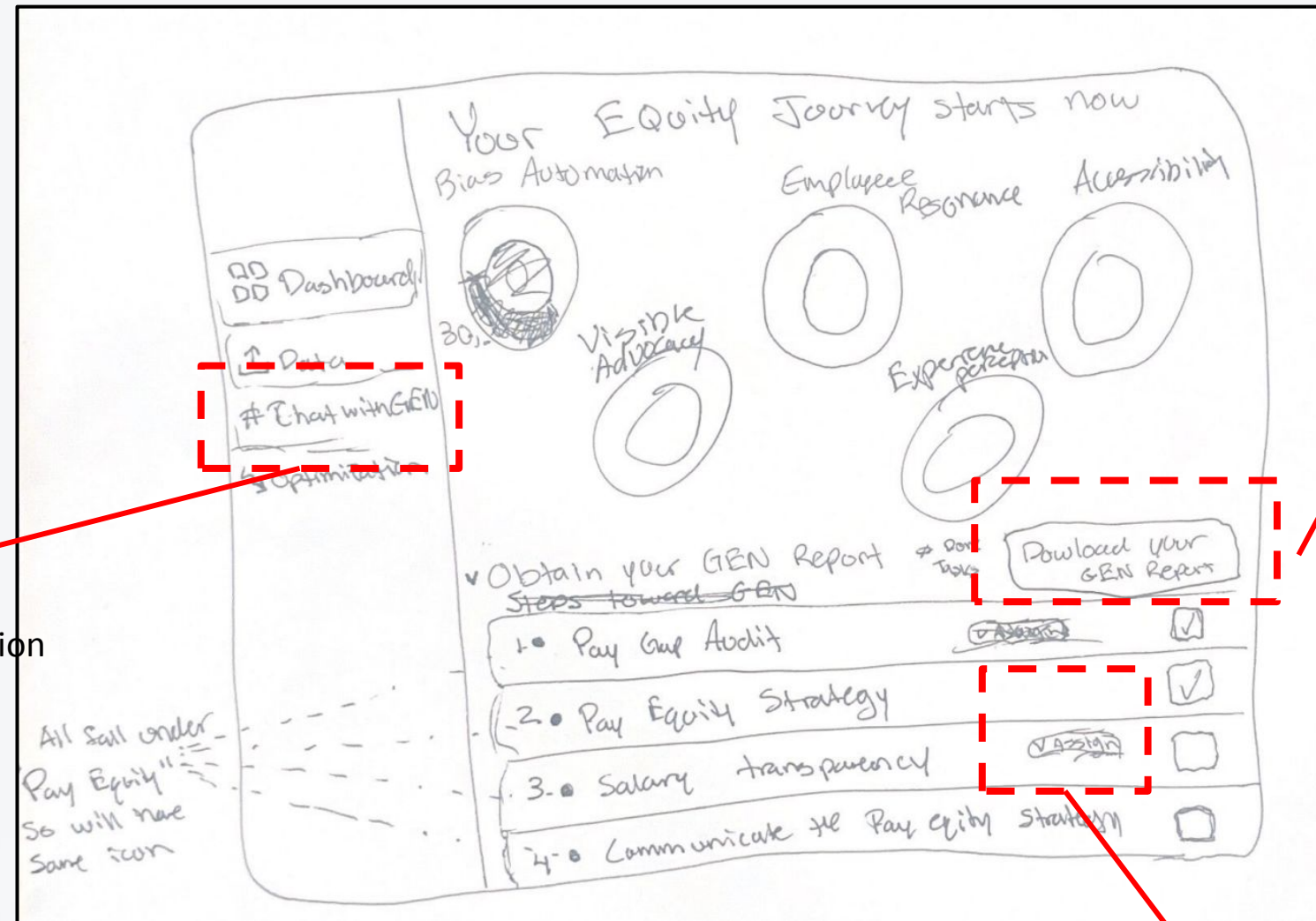
- **Key Milestones:**

- Brainstorming sessions to generate ideas for potential features in the DEI Dashboard
- Using RICE framework to prioritize the brainstormed features
- A 1-2 year roadmap outlining the timeline for the product
- Prioritized product backlog with detailed user stories and acceptance criterias
- Dataflow and workflow diagrams

- **Tools Used:**

- Excel for brainstorming
- Pen and Paper for wireframe
- Azure DevOps for product backlog
- Miro for dataflow and workflow

# Initial Dashboard Drawings



External Communication Feature

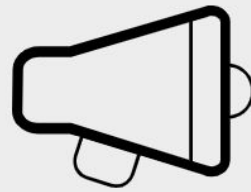
Data Export Feature

Commenting and file upload feature

Dynamic Progress indicator Feature

Recommendation Assignment Feature

Easy Task Management Feature



## Final Deliverable

- **Objective:** Deliver a fully functional and user-friendly dashboard prototype that enhances the certification process and supports dynamic tracking and management.

- **Key Milestones:**

- Business Requirements Document (BRD)
  - outlines the details of the project, research, and outline for future development
- Finalized our Prototyping tool
  - Axure RP
- Initial **prototype** of the DEI Dashboard
- Iterative feedback loop real-time adjustments
- Final proposal of the Smart DEI Dashboard to GEN

- **Tools Used:** Azure DevOps, Axure RP, Figma

Recommendations	Theme	Mark Complete
Pay Gap Audit	Pay Equity	Mark Complete
Pay Equity Strategy	Pay Equity	Mark Complete
Communicate the Pay Equity Strategy	Pay Equity	Mark Complete
Implement Best Practices Around Meeting Behaviors	Culture of Engagement and Empowerment	Mark Complete
Implement inclusive vendor/procurement policy	Culture of Engagement and Empowerment	Mark Complete
Display visual symbols of diverse role models	Culture of Engagement and Empowerment	Mark Complete
Increase Transparency and Visibility around Equity Strategy	Culture of Engagement and Empowerment	Mark Complete

**What is GEN ?**

While women make up 47% of the workforce, even well-intentioned organizations lack clarity on ways to de-bias their systems to include them. GEN provides this clarity. Our data-driven approach removes systemic barriers to move employers beyond diversity to equity and inclusion.

We've set bold goals to be a national force for change by partnering with conscious companies to elevate gender equity to a business imperative.

GEN goes far beyond the well-documented pay gap to counter the presence of bias in practices such as subjective performance evaluations, unstructured interviews, and unequal opportunities for mentoring. By identifying the systems proven to promote gender equality, GEN takes the guesswork out of attracting and retaining the gender-balanced, talented workforce critical to success.

GEN is a data-driven, practical power tool for change, and we need it now more than ever.

[Link to DEI Dashboard Prototype](#)

Are you sure you want to move the recommendation to 'In Review' for GEN to approve for completion?

Yes No

May 2024

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- 📄 Executive Summary
- 📄 Current State
- 📄 Opportunities And Objectiv...
- 📄 Opportunities and Objectiv...
- 📄 Scope: In-Scope list and O...
- 📄 Stakeholder Analysis
- 📄 Roles and User Needs
- 📄 Capabilities and Features (...)
- 📄 Capabilities and Features (...)
- 📄 NFRs and System Security ...
- 📄 Roadmap and Adoption Str...
- 📄 System Constraints
- 📄 Sample Use Cases
- 📄 Summary of Findings

# Business Requirement Document

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▾ 📄 Business Requirements Docu... ⋮

- 📄 **Executive Summary** ⋮
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- 📄 System Constraints
- 📄 Sample Use Cases



## Executive Summary

👁 Follow 1 Edit ⋮

👤 Vanshika Srivastava Mar 7

The goal of our collaborative DataSmart DEI Dashboard project is to transform workplace inclusion by utilizing cutting-edge data-driven design frameworks and technological solutions. Understanding the shortcomings of conventional diversity training techniques as well as the disjointed state of existing inclusion strategies, our project aims to give organizations a complete tool to maximize Diversity, Equity, and Inclusion (DEI) initiative.

### Key Goals and Objectives:

Working with GEN, a leading organization in equity and inclusion assessment, we aim to create a groundbreaking data-driven design framework and prototype for a DEI dashboard. This dashboard will provide companies with practical insights and guidance to help them foster a more inclusive and equitable work environment.

### Project Overview:

The DataSmart DEI Dashboard consists of the following important parts:

- **Client-Facing DEI Dashboard:** Designing a user-friendly dashboard with features and data visualization strategies in line with client expectations, and adapted to meet a variety of workplace needs.
- **Wireframes/Prototypes:** Designing interactive prototypes using predefined features and functionalities and iteratively gathering user feedback to ensure alignment with user needs
- **Employee-Level Platform for Optimization:** Creating a platform that is usable by staff members at all levels and that makes it easier to optimize procedures for inclusivity by including features like progress tracking and user-friendly interfaces.

We hope to combine insights from audits, surveys, and interviews with active participation from clients, GEN local tech companies, and end users to create an eye-catching dashboard. This dashboard will show organizational performance visually, emphasizing areas of success and providing doable suggestions for development.



# Key Benefits



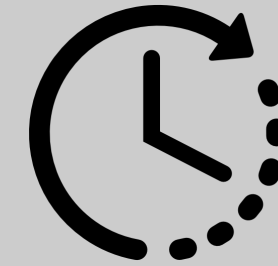
## All in one platform

One single platform that helps access all certification data and progress



## Empowers People

Visibility on the certification process creates team buy in to the process



## Decrease certification time

Platform allows for quicker response time from GEN and decreases time spent on certification tasks



## Interactive insight

Users can communicate to find answers and move within the dashboard to see progress

# Thank you!

Any Questions?

