



Wish for WASH x Museum of Design Atlanta

Period Problems Teen Design Jam

May 2021

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INTRODUCTION

Wish for WASH (W4W) is an organization dedicated to educating and innovating in the water, sanitation, and hygiene (WASH) sector. The 2021 [Design Thinking](#) and Community Outreach team within Wish for WASH hosted a Design Jam for the [Museum of Design Atlanta \(MODA\)](#) Teen Virtual workshop series. The focus of the event “Period Problems” which covered [Menstrual Health and Hygiene \(MHH\)](#) and various stigma that exist related to MHH around the world.

The Design Jam was a 2 hour design thinking workshop hosted online via Zoom. The workshop, which occurred in May 2021, sought to educate young participants on the Design Thinking process and to empower them to use STEM in solving WASH-related challenges.

Through brainstorming and prototyping, the Design Jam participants were able to ideate creative solutions to help reduce period-related stigma. Through problem-solving and collaboration, the teens participated in exploring the “how might we” (HMW) question:

‘HMW de-stigmatize menstrual health and hygiene for young girls’?

There were three “sub-groups” of people who were involved in the Design Thinking Jam:

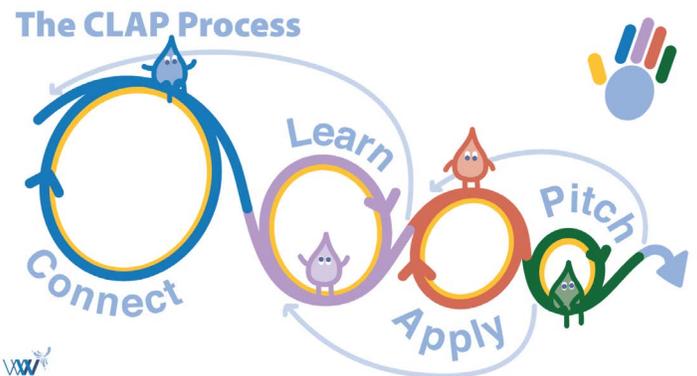
- the **W4W facilitation sub-team**, who
 - created the overview of the process and problem as well as coordinating the general logistical flow of the event (*Anya and Jasmine*)
- the **W4W coaches sub-team**, who
 - assisted with planning elements and small breakout room discussions during the event (*Abigail and Jasmine*)

- the **W4W notetaking and or coaches-in-training sub-team**, who acted as participants in the event, supported with notetaking and are training to become W4W coaches (*Simrill, Eliza, Sarah*)
- the **4 MODA participants** (*including 1 member of the MODA Staff*)

After the workshop, an extensive run-through and workshop reflection was held where Wish for WASH participants could discuss what went right/wrong, etc. and how design thinking workshops could be improved in the future.

EVENT PROCESS

For this Design Jam, the W4W team utilized their original design thinking process - CLAP (Connect, Learn, Apply, Pitch). The CLAP design materials were all created by the W4W Design Researcher, Grace.

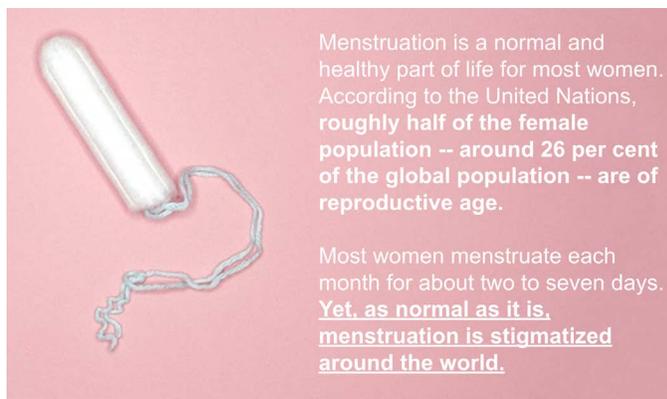


The team had to remain adaptable as the prepared event process for the Design Jam had been suitable for a larger group of participants. While the initial plan had multiple coaches in various breakout rooms, the team opted to keep the three Wish for Wash sub-teams and all participants in one group. With the adjustments made, the Design Jam exceeded the intended 2 hour time frame by just under 5 minutes.

The event began with a **SPARK icebreaker** to increase engagement and allow the participants and Wish for Wash team to get to know each other. Following the SPARK, Anya introduced the concept of the CLAP design thinking process, with a short case study for demonstration purposes, and introduced the workshop's Zoom Norms.

Participants then began more detailed introductions with the 4Qs activity, which challenges the participants to describe their desired role in a team setting, and completed a **preliminary Know/Need to Know activity in reference to the workshop topic.**

After participants returned to the main room, the facilitation team transitioned into the presentation section of the design jam where participants heard from **W4W's Founder, Jasmine about the beginnings of W4W, the connection with menstrual health, and the connection to stigma.**



Menstruation is a normal and healthy part of life for most women. According to the United Nations, roughly half of the female population -- around 26 per cent of the global population -- are of reproductive age.

Most women menstruate each month for about two to seven days. Yet, as normal as it is, menstruation is stigmatized around the world.

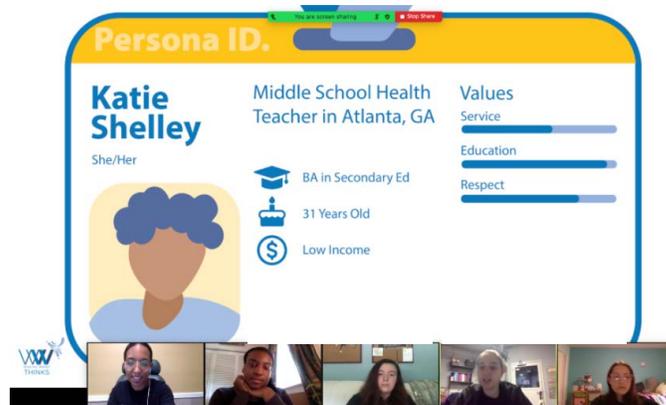
This is one of the slides that Jasmine presented on MHH

Jasmine's presentation opened with a brief explanation of the 17 [United Nations Sustainable Development Goals](#) and the statistics for those who lack clean water and sanitation around the world. **Jasmine then segwayed into the connection between sanitation and menstrual health, discussing menstruation sanitation statistics, the menstrual stigma that exists, and where there is need for menstrual hygiene products and education globally.**

Additionally, participants learned about how W4W began as a senior design

project and led to so much more, and how design thinking can be used to address world problems. This continued into the facilitated activities where participants began to discuss and problem solve for menstrual health and hygiene more in depth through design thinking.

Anya then introduced the user that participants would be designing for through the lens of the menstrual health and hygiene topic: Katie Shelley, a middle school health teacher in Atlanta. Katie was introduced through the User ID, detailing her demographics and values, and the Journey Map, explaining her experiences with the topic. Participants were then encouraged to complete an empathy map partially filled with quotes and actions of the composite user, however, the team found that there was some struggle in differentiating the prompts for "Think" and "Feel." After connecting with the specific user, the participants brainstormed potential ideas to destigmatize menstrual health either in the United States or globally.



Persona ID.

Katie Shelley
She/Her

Middle School Health Teacher in Atlanta, GA

Values
Service
Education
Respect

BA in Secondary Ed
31 Years Old
Low Income

This is a sample of an research-based persona used

Some ideas included making changes to the way that menstrual health is taught in schools and providing menstrual hygiene products in relevant spaces that do not have them.

Each member then chose their favorite idea to quickly prototype, either with materials in their current space or through the use of a story board, and presented an elevator pitch back to the entire group. Coaches provided feedback to each participant, and then sought feedback in return about the workshop as a whole to wrap up the session.

CONCLUSION

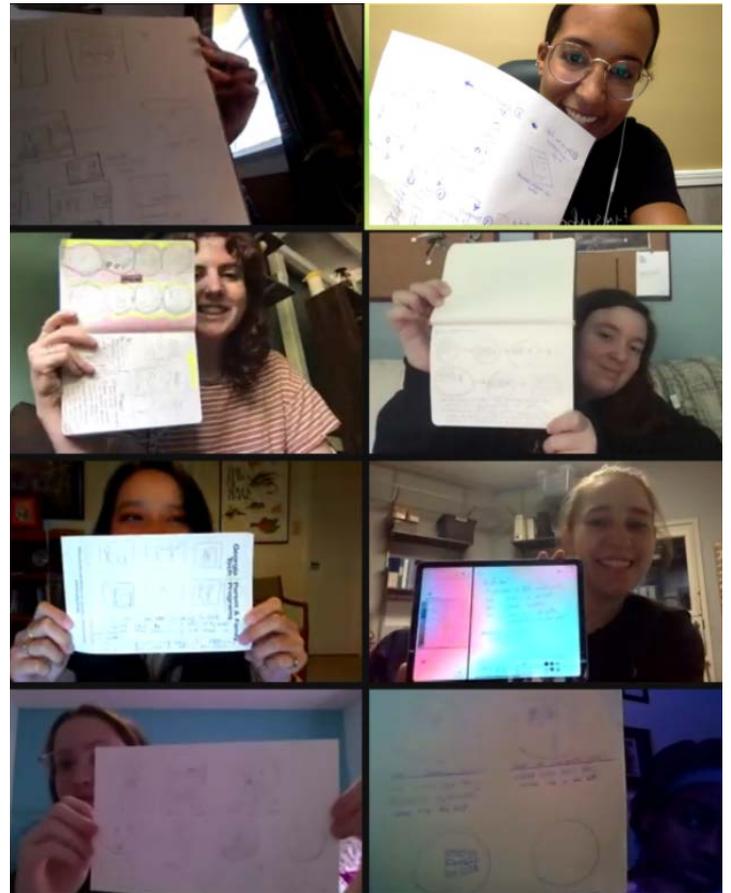
Overall, the W4W team considered this webinar a success. **The use of a composite persona curated by the team as a definite user proved to be an effective application of the empathy stage within design thinking, and the introduction of new persona tools have largely been useful.**

The topic of menstrual health allowed a group of young students to have conversations about otherwise often taboo and stigmatized concepts.

This Design Jam was an exciting first collaboration with the Museum of Design Atlanta, and the Wish for WASH team learned many valuable lessons to incorporate into future implementations of virtual webinars.

Within the CLAP process, the use of a persona rather than a participant-built user successfully assisted in giving participants a more nuanced perspective of different users, however the team has noted that the new tools (User ID & Journey Map) would benefit from being used in a more interactive manner.

From a planning perspective, the team is still working to build in more flex time and capacity so that the Design Jam remains within the intended time frame and certain sections don't have to feel as rushed if there are any delays. Continuous iterations to the technological run of show have been made to smoothen transitions and move as efficiently as possible.



Design Jam participants showing their storyboard prototypes.

Ultimately, the Wish for WASH team is grateful for another successful virtual webinar, and is keen on continuing to improve and implement more virtual webinars in the months to come because

#everybodypoops

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