

# DESIGN CHALLENGE

ASHLEY EASTERLY | KATIE LENTZ | DAVID WEHRWEIN



## HOW MIGHT WE

improve **awareness** and **visibility** of **services** offered by the Tulane University Goldman Office of Disabilities Services for people with **short-term disabilities**?



### EMPATHIZE

- INTERVIEWS
  - accessibility, mobility, visitor experience
  - Patrick Randolph, ODS
  - Sarah Kebede, student
- OBSERVATIONS
  - "cookie cutter approach to accessibility"
- JOURNEY MAPPING

### DEFINE

- core problem: awareness
- services offered vs. services target populations are aware of
- HMW?
  - increase awareness and visibility
  - promote services, specifically the golf cart service
  - help students with short-term disabilities

### IDEATE

#### BRAINSTORMING

- impact/constraint matrix
- worst ideas » good ideas

main concern: branding, marketing

- signage
- branding "Goldy"
- disseminating informative material

### PROTOTYPE

**injured?**

We can help:  
[tulane.edu/GOLDY](http://tulane.edu/GOLDY)

Tulane University Goldman Office of Disabilities Services

feedback: mainly positive  
signage clear, GOLDY unclear



### TEST

