



Wish for WASH x Museum of Design Atlanta  
**Redesigning Sanitation  
Design Jam**

*Compiled, written and edited by Anya Smith-Roman and Jasmine Burton*

November 2021

# 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 \(MODA\)](#) Virtual workshop series. The focus of the event was “Public Bathrooms” in honor of World Toilet Day on November 19th. The content for this Design Jam covered sanitation studies and various stigmas that exist related to bathrooms and public health 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 help solve WASH-related challenges.

Through brainstorming and prototyping, the Design Jam participants were able to ideate creative solutions to help increase sanitation in public bathrooms. Through problem solving and collaboration, participants explored the “how might we” (HMW) question:

## ‘HMW ensure that public toilets are not so dirty’?

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, Jillian, Eliza*)

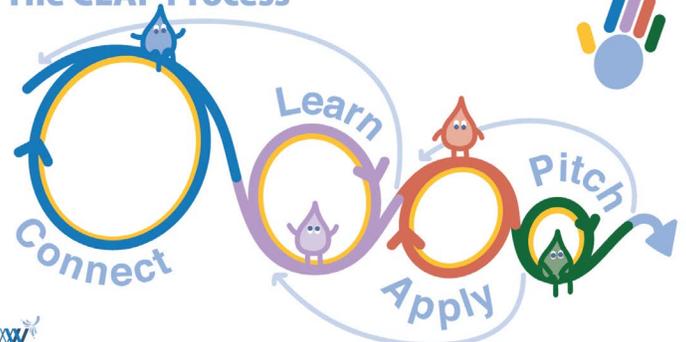
- the **W4W notetaking and or coaches-in-training sub-team**, who acted as participants in the event, supported with notetaking and are training to become W4W coaches (*Devansh and Risha*)
- the **4 MODA participants** (*including 1 member of the MODA Staff*)

After the workshop, an extensive runthrough 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 CLAP Process



This is the W4W CLAP Design Thinking Method Model

Like all Design Jams, the workshop started with a **Spark**. A Spark is not just a normal ice breaker, it is an activity aimed at invoking a particular skill or mindset that will be necessary to think like a designer. For this workshop, we used the Dragon Slayer Spark which encourages participants to embrace the norm “**use whatcha have**” and gain creative confidence as they transform everyday objects into items that

could be used to slay a dragon.

Numbers were on the smaller side for this workshop, so the Wish for WASH team remained adaptable and rather than going into sub-teams for the workshop, the facilitation team opted to remain in one room all together. Normally, the Wish for WASH facilitator would lead the main room conversations which includes high level information about DT and a general overview of DT tools with instructions for interactive activities. Then participants would go into breakout rooms where a Wish for WASH coach would lead small teams through the process of completing these activities.

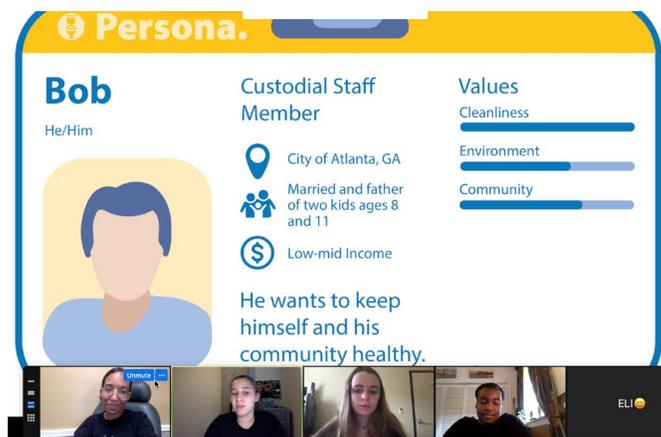
**However, Wish for WASH is in the process of training new coaches, so for the first time, the team had a facilitator (Anya) lead the usual facilitation materials and also had a coach (Sarah) take over leading the team activities.** All Wish For WASH members did a great job being flexible and intrepid as they experimented with new transitions on the fly while exploring this new dynamic of two room leaders.

After the Spark, the first team activity was the **Know Need to Know tool** where participants brainstorm everything they already know about the topic (sanitation) and questions they have going into the workshop. Participants then heard from W4W's Founder, Jasmine, about the beginnings of W4W and how sanitation services and public bathrooms differ around the world.

Next, participants learned more about the user they would be designing for during the remainder of the workshop. The user for this design jam was: Bob, a custodial staff member, husband, and father of 2, that highly values cleanliness, the environment, and the community. He needed a way to keep himself and his community healthy because due to COVID, public health safety has become a growing concern.

**The descriptors for Bob came from user research done by W4W design team members that interacted with over 30 real people each in order to create a persona / composite user for the specific design challenge that was based on real stories.**

Participants were able to use the persona tools to then create unique problem statements as a team that informed their brainstorming and prototypes.



This is a sample of an research-based persona used

# CONCLUSION

## Overall the workshop went great!

Participants enjoyed their experience and MODA staff members were pleased with our facilitation. Sarah did a great job as a new coach and the entire W4W team did a phenomenal job with adapting to new scenarios.

In addition to working as one large team opposed to many small groups, the facilitation team decided mid workshop to try implementing a new concept that came out of previous workshop feedback: **having an iteration round during prototyping.**

The facilitation team did this by dividing the total time allotted for prototyping in half to allow for two rounds. After the first round of prototyping, Anya and Sarah gave feedback to each of the participants, then everyone was given additional time to iterate on their original idea based on the feedback they received.

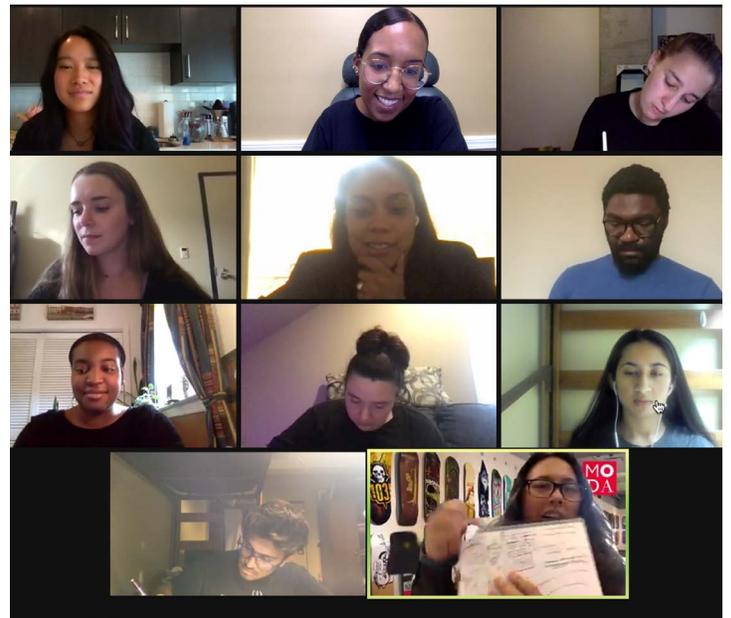
**This new flow offered great potential to deepen participants' understanding of how design thinking works as iteration is a key part to the process. The exact timing and facilitation of the process needs some editing, but the W4W team is excited to continue to enhance the design jams with this new process element.**

Another big take away for the W4W team was the observation that we continue to have a lower number of participants at our public workshops. Thus we are brainstorming ways to better promote and capitalize on the benefits of hosting public workshops opposed to workshops with a specific group / organization.

This was also the first time using the Bob persona in a workshop. We liked the character, but we found that Bob could use a bit more content and a stronger story

hook to give the participants more to work with when thinking about the needs of Bob. W4W has decided to conduct additional user research on this persona to craft a more specific story arch for Bob.

**Ultimately, this Design Jam was a great test ground for lots of new improvement ideas for W4W and all of the tests were successful pilots with promising futures!**



Design Jam participants showing their storyboard prototypes.

*#everybodypoops*

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