



Wish for WASH x Girl Scouts of Greater Atlanta
Period Problems Design Jam

November 2021

Compiled, written and edited by Eliza Bruno, Anya Smith-Roman, Abigail Emerson, and Jasmine Burton



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 a [Girl Scouts of Greater Atlanta](#) Earn Your STEM coat troop of Cadets who were between the ages of 11-14 years). 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 November 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 increase sanitation in public bathrooms. Through problem solving and collaboration, participants explored 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, Jillian, Eliza*)

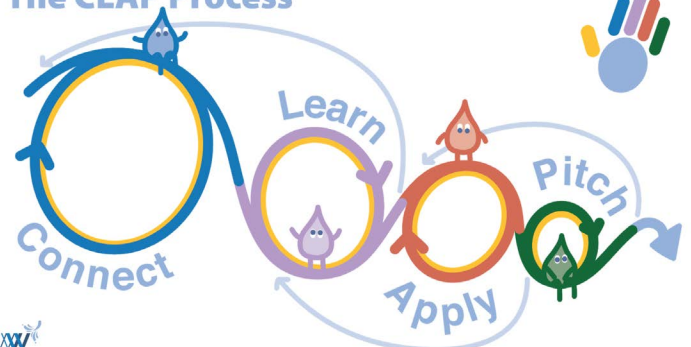
- the **W4W notetaking and or coaches-in-training sub-team**, who acted as participants in the event, supported with notetaking and are training to become W4W coaches (*Risha and Devansh*)
- the **23 Girl Scout participants** (*including 2 members of the Girls Scouts Staff*)

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 CLAP Process



This is the W4W CLAP Design Thinking Method Model

The workshop began with a **SPARK**, an activity aimed at invoking a particular skill or mindset that will be necessary to think like a designer. This workshop utilized **Story Dice**, where a set of dice with different drawings on them are given to the participants on screen and the participants then have to craft a story one person at a time, integrating a die into the


story. This particular SPARK focuses on evoking creativity and storytelling from the participants as they have to make up a story on the spot.

A Wish for WASH facilitator led the main room conversations regarding higher level information about DT and overviews of the tools with instructions for the activities. Then W4W coaches would lead small teams of participants in breakout rooms through each activity.

When the SPARK had concluded, each breakout room team went through a Know, Need to Know, where collectively they would compile their current knowledge on menstrual health and anything surrounding it, along with what they were curious to learn and didn't already know about it.

After, the participants would learn more about their user Javier, who they would be designing for. **Javier is a grocery store manager who cares about supporting his daughters' health and values his family, education, and health.**

He needed a way to learn and understand menstrual health in order to better support his daughters and provide accurate information without all of the stigmas surrounding the topic.



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

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.

Final prototypes and concepts included:

- A **weekly video** on a platform which educates Javier on which period products should be used
- **Fashion products** focused on periods, like period underwear, etc
- **A feature film** which addresses and breaks down the stigma surrounding periods and then provide resources for the father on how to assist his daughters in case they have pain



CONCLUSION

Ultimately, the workshop was a big success! Both participants and GSGATL members were consistently participating by asking thought-provoking questions and creating amazing and creative ideas.

One of the biggest takeaways is that the participants were so invested in the topic of menstrual health that they wanted to know more and ask more questions and were unable to do so due to a lack of time for Q&A. Therefore, we hope to allow for more time for Q&A for participants to really dive deep into the topic.

Another takeaway was that participants were so active that they wished they had more time to brainstorm their ideas and when storyboarding their final idea.

Timing is always fairly tricky when it comes to creating and holding Design Jams, therefore W4W is continuing to work on getting the timing and facilitation just right for future Design Jams.

We also found that many people really enjoyed the user being a male father that wanted to learn more about menstrual health for the sake of his daughters. **Due to this interest and feedback on this menstrual health persona, W4W is considering conduct more user research in order to create another menstrual health persona that could be used as well.**

Overall, this Design Jam showed how invested participants of all ages are in the topic of de-stigmatizing menstrual health for everyone in order to create a space where open conversations around this topic can be held.



#everybodypoops

Thank You!

jasminekburton@wishforwash.com

www.wishforwash.com

