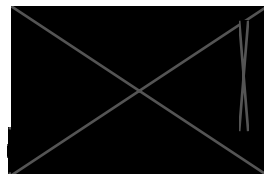


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Design Brief

 DEIB Project



University of Pacific

Design Brief

There are a number of important factors to consider when developing a strategy for conveying DEIB as an organization's north star. First and foremost, the design must enable efficient communication of [REDACTED] DEIB work, ensure the audience gains the intended knowledge and understands its value. Stakeholders should be informed, educated, and involved. This brings us to the second standard, which is authenticity. The DEIB message from [REDACTED] must be transparent and show a dedication to the cause. The availability of official and informal communication channels is critical. DEIB efforts require both formal cross-organizational communications and informal daily encounters. Given that many stakeholders could have varied demands for involvement and information, the design should take into account the mission of the DEIB Council and needs of [REDACTED] personnel. The design should also support [REDACTED] long-term commitment to DEIB objectives and be consistent with the company's 2030 vision. This coordination is essential to ensuring that DEIB is more than simply a trendy term but a key component of [REDACTED] strategic future.

Design Goal

██████████, with a focus on Dr. ██████████ and the DEIB team specifically, is the target client for this design brief. This design's main objective is to meet several crucial needs. First, it strives to effectively communicate DEIB initiatives and progress inside ██████████ from a functional standpoint. By addressing emotional demands, it aims to foster a sense of commitment, trust, and transparency in its pursuit of belonging between the community, workforce and internal stakeholders. The design needs to address the psychological issues of the knowledge gap and resistance that businesses frequently face when it comes to advancing DEIB. It should provide people with the knowledge and resources they need to embrace change. Socially, the plan aims to promote improved communication. It ought to promote discussion and the exchange of viewpoints and expertise, ultimately enhancing DEIB as the ethos of the organization. The strategic significance of the design cannot be overstated. It is essential to ██████████ 2030 vision, enabling sustained impact, and ensuring that the company stays committed to its DEIB objectives.

User Perceptions

Offering enhanced DEIB communication is crucial for the health of ██████████ from the user's perception. It demonstrates the organization's commitment to fostering an atmosphere that is more varied, equal, and inclusive. The product should exude openness and honesty, two essential aesthetic qualities. The target audience anticipates that the communication will reflect moral principles that are consistent with the organization's DEIB goals- to be understandable and accessible in both language and availability.

Physical Attributes

The design must include a number of physical attributes. It should be able to gather, store, and send data on DEIB initiatives. This data-driven strategy might offer insights for ongoing development. Additionally, the design must be flexible enough to accommodate various communication contexts and as effective as [REDACTED] current emergency response communication system for weather related events, natural disasters, etc. It is crucial to take into account weight, size, memory, bandwidth, and connectivity to make sure that DEIB communication is both salient and accessible to all stakeholders.

Functional Attributes

With a focus on communication channels, similar to those used in crises like weather events, the design must work well in a variety of use-case scenarios. To guarantee a seamless integration with the communication systems already in place at [REDACTED], it should also handle compatibility and standards challenges.

Constraints

The design must take into account a number of restrictions. The final product must be compatible with the [REDACTED] current organizational structure and communication tools. The seamless implementation of the new DEIB communication strategy depends on this. The design's implementation may also be subject to time restrictions, which need to be properly handled. The solution should also fit into [REDACTED] overall strategic plan, ensuring that it supports the organization's more general aims and objectives.

In conclusion, the design brief for enhancing DEIB communication at [REDACTED] is a multidimensional project that aims to meet the organization's functional and emotional needs. As part of [REDACTED] 2030 long-term vision, its success is essential in establishing a culture of inclusivity, authenticity, and commitment. Additionally, it highlights the significance of open and honest communication, taking into account a variety of structural and functional elements while understanding the limitations that might affect its implementation.