Abstract

ABOUT THE BRIDGEPORT YMCA

The Bridgeport YMCA is a charitable, not-for-profit, community service organization dedicated to putting Judeo-Christian principles into practice through programs that build healthy spirit, mind, and body for all. The Y strengthens the foundations of communities and families through youth development, healthy living, and social responsibility.

ABOUT THE PROJECT

The aim of the project is to assess the company as a whole and provide solutions to current problems by applying design thinking. Design thinking is an exploratory solution-finding process to business problems and as part of design management should always address social responsibility, sustainability and profitability.

THE DESIGN THINKING PROCESS

The design thinking process combines empathy to enable deep understanding and reframing of a problem, creativity to generate insights and solutions and rationality to analyze and fit solutions to the context.

Main Solutions

VOLUNTEERS

UB NETWORKS

Three main solutions were explored to promote jobs and volunteering opportunities at the YMCA. These were through internship programs, volunteering programs, and a Federal Work-Study program. As part of the UB Student Clubs and Peace Corps Preparation students are required to volunteer, so a unified system was created enabling the YMCA to post volunteer opportunities for the students on UBjobNet and other relevant channels, enabling students to volunteer and earn credit.

ADVERTISING FOR SERVICE DONATIONS

Local small-business owners were targeted through LinkedIn advertisements, promoting the idea of donating their services to the YMCA in exchange for billboard space. Independent Outdoors was willing to donate its unused billboard space. Independent Outdoors was willing to donate its unused billboard space. Local small-business owners were targeted through LinkedIn advertisements, promoting the idea of donating their services to the YMCA in exchange for billboard space. Independent Outdoors was willing to donate its unused billboard space.

Conclusion

IT IS ABOUT COLLABORATION

Design management is the art and science of using design to enhance collaboration and synergy between design and business to improve design effectiveness. Design management applies design thinking and through this process, the teams were able to create many ideas. As one team five ideas were developed further, finally presenting to the client solutions that the business can implement in the future. The value of this approach is creating solutions that are aligned with the user’s needs.