THE PROBLEM

Microaggressions can negatively impact the cultural climate for Virginia Tech professors.

Microaggressions are a daily occurrence for some faculty members, which can lead them to feel excluded. This results in a poor work environment at Virginia Tech.

THE PROCESS

PERSONAS & USER EXPERIENCE

USER EXPERIENCE DESIGN

GRAPHICS DESIGN / PROTOTYPING

PHOTOSHOP, AXURE

RESEARCH OF SIMILAR SITES

WIREFRAMES & PAGE ENGINEERING

SITE ASSEMBLY & APPLICATION TESTING

RESOURCES

SERVER

FINAL WEBSITE

PROCESS ANALYSIS

WEB TECHNOLOGIES

DATA ANALYTICS

ADMINISTRATION

CONTENT STRATEGY

CONTENT DEVELOPMENT

CONTENT DEVELOPMENT

THE TECHNICAL SOLUTIONS

[Share stories anonymously]

[Visualize data through a word cloud, N-gram analysis, pie charts, and tweets]

IMPACT

Making faculty feel more included at Virginia Tech is the goal of www.microaggressions.cs.vt.edu

Making anonymous posts about personal experiences with microaggressions allows for the opportunity to bring to the surface the kinds of hurtful comments that repeatedly get dismissed in the work environment.

DIVERSITY AND INCLUSION

All faculty will feel more accepted and included at Virginia Tech when the negative impact of microaggressions is more well-known.