



Design Researcher – Reception Experiences at Health & Wellness

About the Innovation Hub

The Innovation Hub is a student-driven research collective that uses a peer-to-peer approach to understand the needs of U of T students. Campus partners provide us with real design challenges, and we hire teams of interdisciplinary students to work on each project using a consulting model. Student team members are empowered to understand their peers' needs using human-centered design and learning as they go, building confidence through practical work experience. Our projects range in scope from designing campus spaces and services, policy evaluation, listening to the needs of students from equity-deserving groups, ideating for the future, and more.

Working at the Innovation Hub

At the Innovation Hub, student employees are central to our work. We seek to design *with* students rather than *for* students. Working at the Innovation Hub, you will join a collaborative, interdisciplinary team of passionate people. You'll learn valuable skills that can be applied across various career contexts. Most importantly, you will meet great people, have fun, and join a vibrant and innovative community. Everyone is welcome here. The Innovation Hub is also a big commitment. We suggest you read about our work prior to applying on our website at uoft.me/innovationhub and learn more about our roles at uoft.me/iHubWorkStudy.

Anti-Oppression Commitment

The Innovation Hub is committed to being equitable, anti-oppressive and to prioritizing the lived experiences of marginalized students. As such, any forms of discrimination will not be tolerated, including but not limited to racism, sexism, islamophobia, homophobia, transphobia, ableism, and anti-Semitism.

Technology Resources Required

Students are required to have a working laptop or device that can connect to the internet with the ability to access MS Office 365.



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Description

The Design Researcher works with a team that conducts a design thinking project for the Innovation Hub with the goal of improving the student experience in a specific area. Every project looks different but uses design thinking to provide partners with compelling insights that reframe problems innovatively and inspire action.

Health & Wellness (H&W) at U of T seeks to improve student experiences with the front-line reception team. Whether a first encounter as a new patient or a repeat encounter as a returning patient, the team at H&W seeks to create consistent client experiences across all channels to ensure a cohesive brand experience. The project aims to look at all possible interaction points with the front-line reception team across various communication formats at various points in time. The findings of the project will inform programming and service delivery and to create opportunities for omnichannel marketing in the future.

Job duties include:

- Learn to empathize deeply with users and other stakeholders, and understand the complexities of human-centered research and design
- Translate qualitative research skills into a design thinking approach, which may include some of the following activities: empathy-based interviewing, community-based co-creation, collaborative ideation, visioning, and more
- Transform data analysis and findings into compelling needs-based insights, principles, and/or recommendations that can inspire action
- Transcribe and code data in the Dedoose qualitative research software
- Communicate with persuasive, plain, and accessible language and storytelling techniques that drive impact in diverse audiences

Qualifications

- Qualitative research skills that can be translated into a design thinking approach
- Data analysis, insight formation & knowledge translation skills
- Patience & conversational skills
- Ability to work on a team & integrate diverse perspectives
- Exceptional written and oral communication skills
- Creativity & innovative thinking
- Desire to enhance the student experience at UofT
- Reliability and accountability



How to Apply

To apply to the Innovation Hub, students can submit their application through this Microsoft Form: <https://forms.office.com/r/V6W2D1ggMH>

Job applications are accepted on a rolling basis, with interviews to follow. The application deadline is **Tuesday, August 20th, 2024, at 11:59 pm**

Questions

If you have questions about the role, email innovationhub@utoronto.ca for more information.