

# Strategic Integration of Case Studies for Enhanced Pedagogical Outcomes

Presenter: Elizabeth Ashley Fox-Jensen  
PhD Student, Digital Humanities, University of London  
Lecturer, Faculty of Culture and Society, Malmö University

## CARN Conference 2024

Action Research for Citizen Health,  
Education and Social Sustainability



# Agenda

Objectives

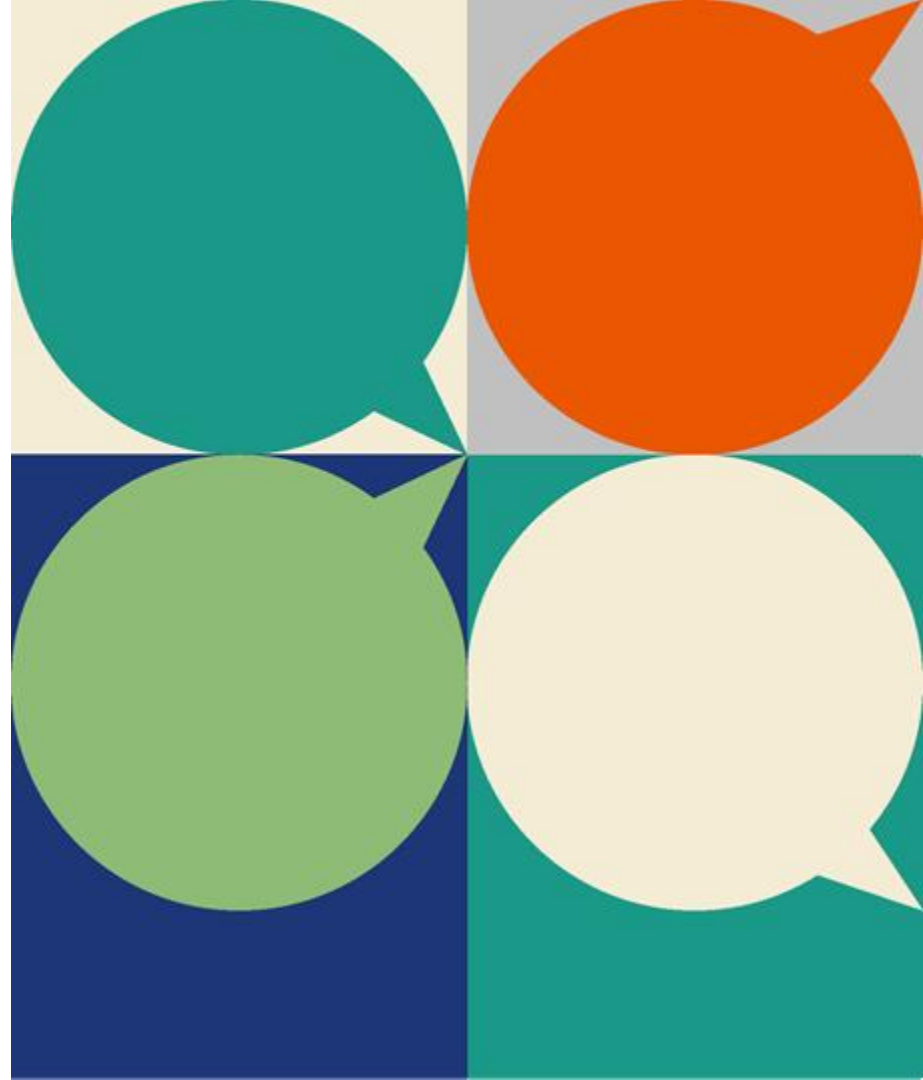
Methods

Case Studies

Results and Conclusions

Strategies for Educators

Global Goals Integration



# Objectives

**1**

Integrate real-world projects into coursework to increase student engagement.



**2**

Include case studies from NGOs and organizations that align with targeted topics, benefiting students and NGOs.



Royal Danish Academy

**3**

Focus on inclusion, accessibility, sustainability, and the UN Sustainable Development Goals in these case studies.

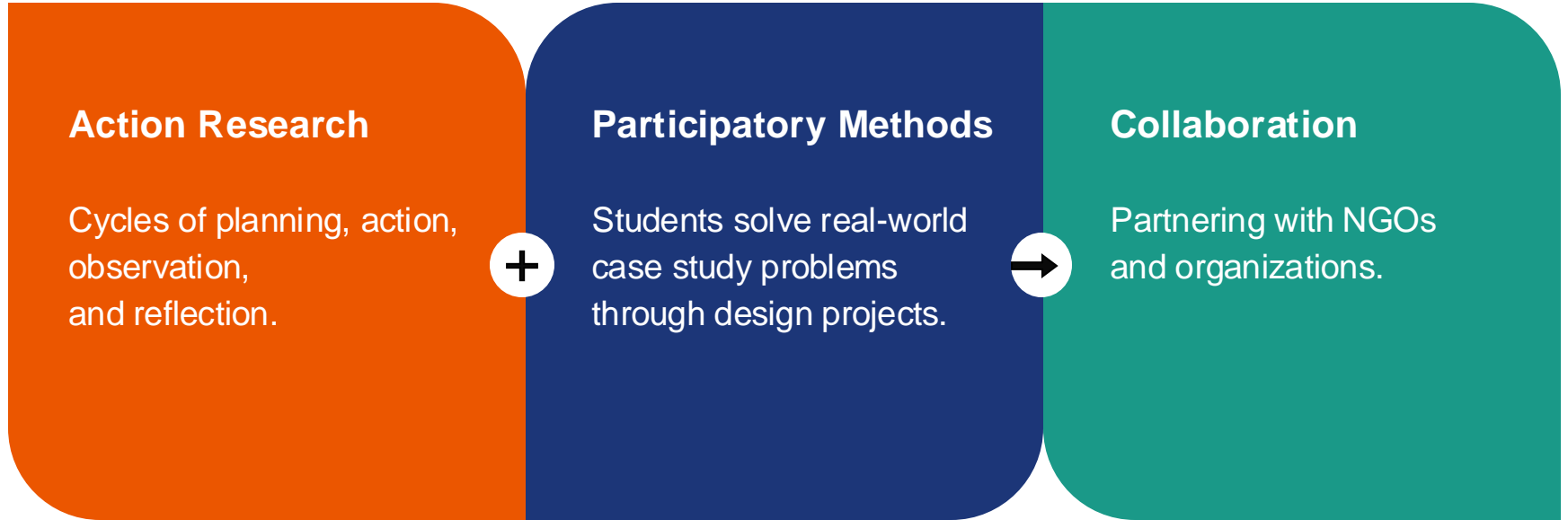


**4**

Enable students to apply theories to practical situations by connecting course content with real-world issues.



# Methods



**Enhanced Outcomes:** Increased student engagement and improved learning quality.

# CASE STUDY 1

## High 5 Girls

### Objective

Increase STEM interest among girls

Globally, only 1 in 4 STEM students is a girl

### Learning Activity

Students designed a mobile app using Figma

App connects girls with STEM mentors globally

Facilitates safe STEM connections among girls

### Learning Outcome

Increased awareness of STEM topics among

Students Improved design and prototyping skills



# KEY LEARNINGS

## High 5 Girls

### Collaboration

Partnering with High 5 Girls enhanced students' practical and communication skills  
UI and UX skills

### Motivation

Real-world projects boosted student engagement

### Empowerment

Students created the High 5 Girls app, supporting underrepresented groups through technology

Student designed the High 5 Girls app shown here.



## CASE STUDY 2

# Maternity Foundation

### Objective

Improve digital access to maternal healthcare  
Reduce the numbers of complications

### Learning Activity

Students conducted usability tests on web and app  
Provided visual feedback focusing on accessibility

### Learning Outcome

Skills in usability testing and inclusive design  
Raised student awareness about maternal health



## KEY LEARNINGS

# Maternity Foundation

### User-Centered Design

Consider end-users' needs in all design projects  
In developing countries, lack of electricity or internet

### Inclusive Practices

Students better understood accessibility and cultural differences in digital product design

### Collaboration with NGOs

Allows academic projects to impact real-world issues



Student redesigned the Safe Delivery App shown here.



## CASE STUDY 3

# Toilets for All

### Objective

Design sanitation solutions for developing countries  
Globally, 46% of people lack access to sanitation

### Learning Activity

Student designed sanitation campaign solutions  
Cultural differences impacting design suitability  
Resource limitations hindering implementation

### Learning Outcome

Increased awareness of global health challenges  
Improved planning and problem-solving skills



## KEY LEARNINGS

# Toilets for All

### Adaptability

Foundational in international projects

### Cultural Sensitivity

Success requires appreciation of diversity

Understanding the context is critical

### Problem-Solving

Navigating obstacles enhances critical thinking



Student designed the Toilets for All campaign images shown here.

# Results

## Enhanced Learning Outcomes

Increased student engagement  
Development of critical thinking skills

## Connecting Theory and Practice

Application of concepts to real-world projects

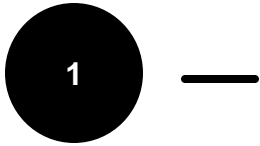
## Societal Impact

Addressed societal needs  
Aligned with the UN SDGs

To view more visit MAU Design Projects [LinkTree](#)



# Strategies for Educators



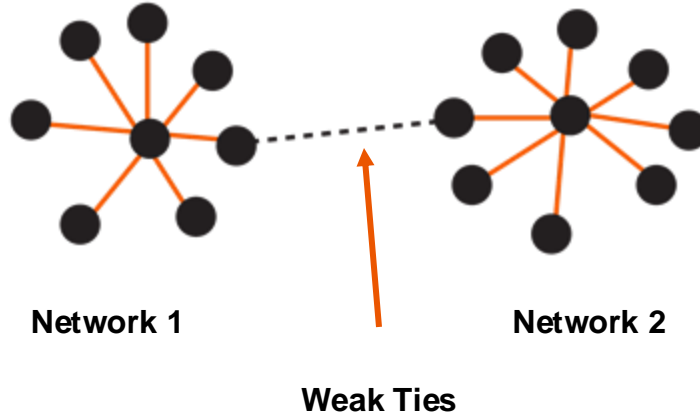
## Case Study Selection

Align with course objectives

Plan 1+ year in advance to locate suitable cases

LinkedIn Weak Ties

## Strong vs Weak Ties



## Total time 20 hrs













- 5 hrs. Initial phase 1
- 10 hrs. General phases 2 – 4
- 5 hrs. Details phases 5 – 6



# Strategies for Educators



# Global Educational Goals Alignment

 <p><b>SUSTAINABLE DEVELOPMENT GOALS</b></p>	<p>HIGH FIVE GIRLS </p>	<p></p>	<p>TOILETS FOR ALL</p>
	<p>4 QUALITY EDUCATION </p>	<p>3 GOOD HEALTH AND WELL-BEING </p>	<p>3 GOOD HEALTH AND WELL-BEING </p>
	<p>5 GENDER EQUALITY </p>	<p>5 GENDER EQUALITY </p>	<p>6 CLEAN WATER AND SANITATION </p>
	<p>10 REDUCED INEQUALITIES </p>	<p>10 REDUCED INEQUALITIES </p>	<p>10 REDUCED INEQUALITIES </p>

# Closing Thoughts

**Case studies  
connecting theory  
and practice within  
coursework.**



**Advances student  
learning and  
societal impact.**



**Addresses global  
challenges.  
NGOs gain  
valuable insight.**



# Additional Resources

- Accessibility. (n.d.). Web accessibility guidelines. Retrieved from <https://www.accessibility.org>
- Action Research. (n.d.). Action research for educational improvement. Retrieved from <https://www.actionresearch.net>
- CARN Conference Malmö University 2024. (n.d.). Retrieved from <https://sv-se.eu.invaio.com/events/welcome/id/f6a30ac0-d564-11ee-a5c4-f325d6b6aaa7>
- Collaborative Action Research Network (CARN). (n.d.). Retrieved from <https://www.carn.org.uk>
- De Witte, Melissa. (2023). The Strength of Weak Ties: A 50-Year Legacy in Social Science. Stanford Report.
- Figma. (n.d.). Figma design platform. Retrieved from <https://www.figma.com>
- High5Girls. (n.d.). Empowering girls in STEM. Retrieved from <https://www.high5girls.com>
- Inclusive design. (n.d.). Interaction Design Foundation. Retrieved from <https://www.interaction-design.org/literature/topics/inclusive-design>
- MAU Design Projects. (n.d.). LinkTree. Retrieved from <https://linktr.ee/MAUDesignProjects>
- Maternity Foundation. (n.d.). Safe Delivery App for maternal and newborn health. Retrieved from <https://www.maternityfoundation.org>
- Priya, A. (2021). Case Study Methodology of Qualitative Research: Key Attributes and Navigating the Conundrums in Its Application. *Sociological Bulletin*, 70(1), 94-110. <https://doi.org/10.1177/0038022920970318>
- Schuler, D., & Namioka, A. (1993). *Participatory design: Principles and practices*. CRC Press. Retrieved from <https://www.perlego.com/book/1499647/participatory-design-principles-and-practices-pdf>
- Toilers 4 All. (n.d.). Global sanitation access initiative. Retrieved from <https://www.toilers4all.org>
- United Nations. (n.d.). Sustainable Development Goals. Retrieved from <https://www.un.org/sustainabledevelopment>
- User Testing. (n.d.). Methods for user testing in design. Retrieved from <https://www.usertesting.com>
- W3C. (n.d.). World Wide Web Consortium guidelines on accessibility. Retrieved from <https://www.w3.org>



# Contact Information

Elizabeth Ashley Fox-Jensen

[elizabethashleyfox.com](http://elizabethashleyfox.com)



## Spring 2025 Projects

- A waste consumption app with Garbonomix in Sweden with graphic design students.
- WWF Baltic Seabird Project with Swedish University of Agricultural Sciences creating motion assets for an awareness campaign for the indicator bird species on Stora Karlsö.

