MIS 3504
Digital Design and Innovation

Class 11 - Summary

Photo: Installation by Jenny Holzer, US Pavillion, Venice Biennale 1990

What did we learn

1: Understand the Need

2: Know the Sponsor and users

3: Analysis the Current State

4: Design for the Future State

Project Tools

1: Stakeholder Analysis

2: Project Scope
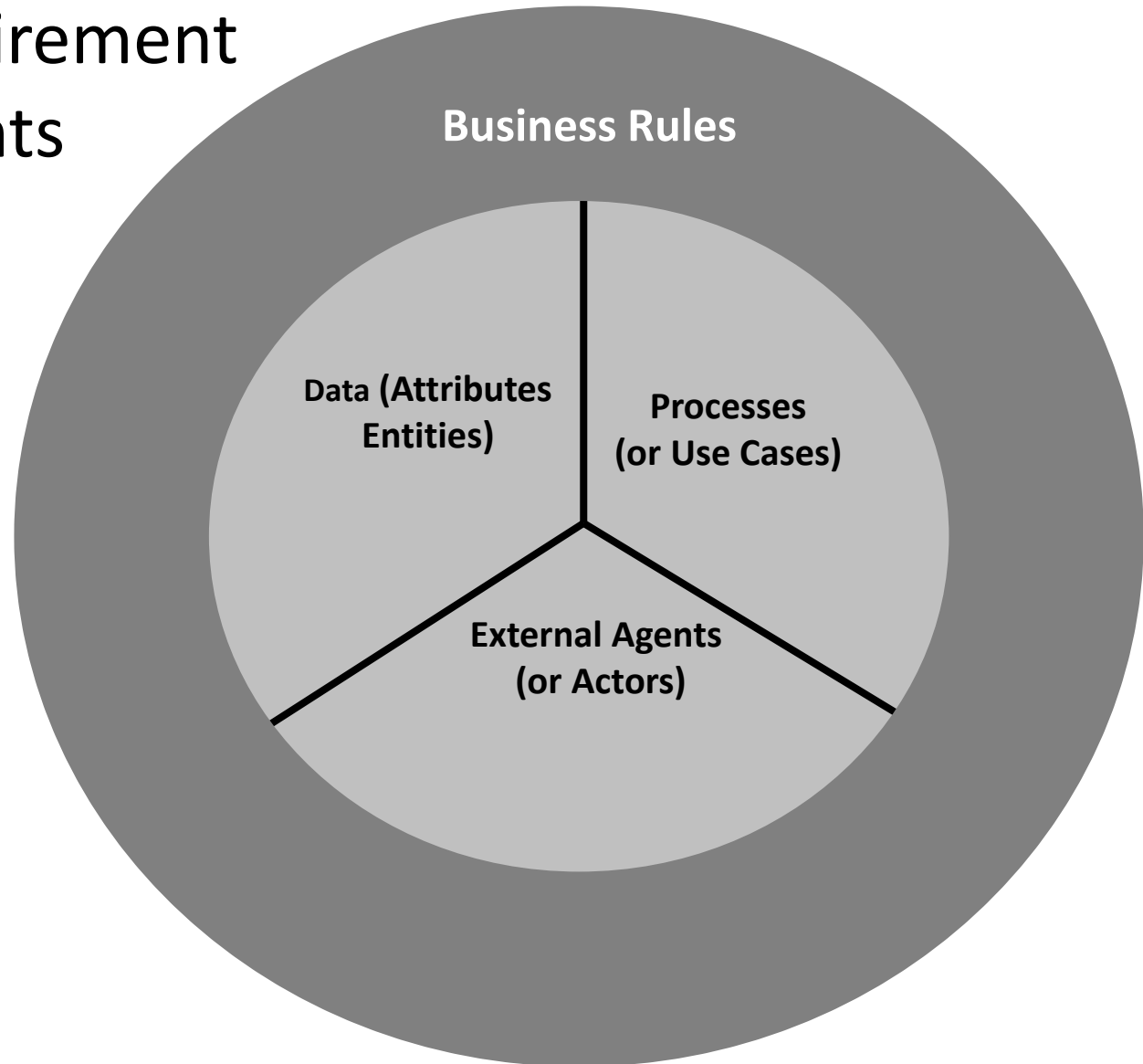
3: Project Plans

Elicit Requirements

1: Actors

2: Data

3: Process

4: Business Rules

Core Requirement Components

The Analysis Tools

1: Process Flow Diagrams

2: Data Entities

3: Business Rule Decision Tree

Design PROCESS

1. Preparation: becoming immersed in problems and issues that are interesting and arouse curiosity

2. Incubation: allowing ideas to turn around in your mind without thinking about them consciously

3. Insight: experiencing the moment when the problem makes sense, and you understand the fundamental issue

4. Evaluation: taking time to make sure that the insight provides sufficient value to outweigh the various costs involved in implementation

5. Elaboration: creating a plan to implement the solution and following through

From How Creative are You? http://www.mindtools.com/pages/article/creativity-quiz.htm

PERSONAS are:

1. Archetypal people involved with a product or service

2. More than just a "USER" – specific people

3. Devised from OBSERVING and TALKING to people

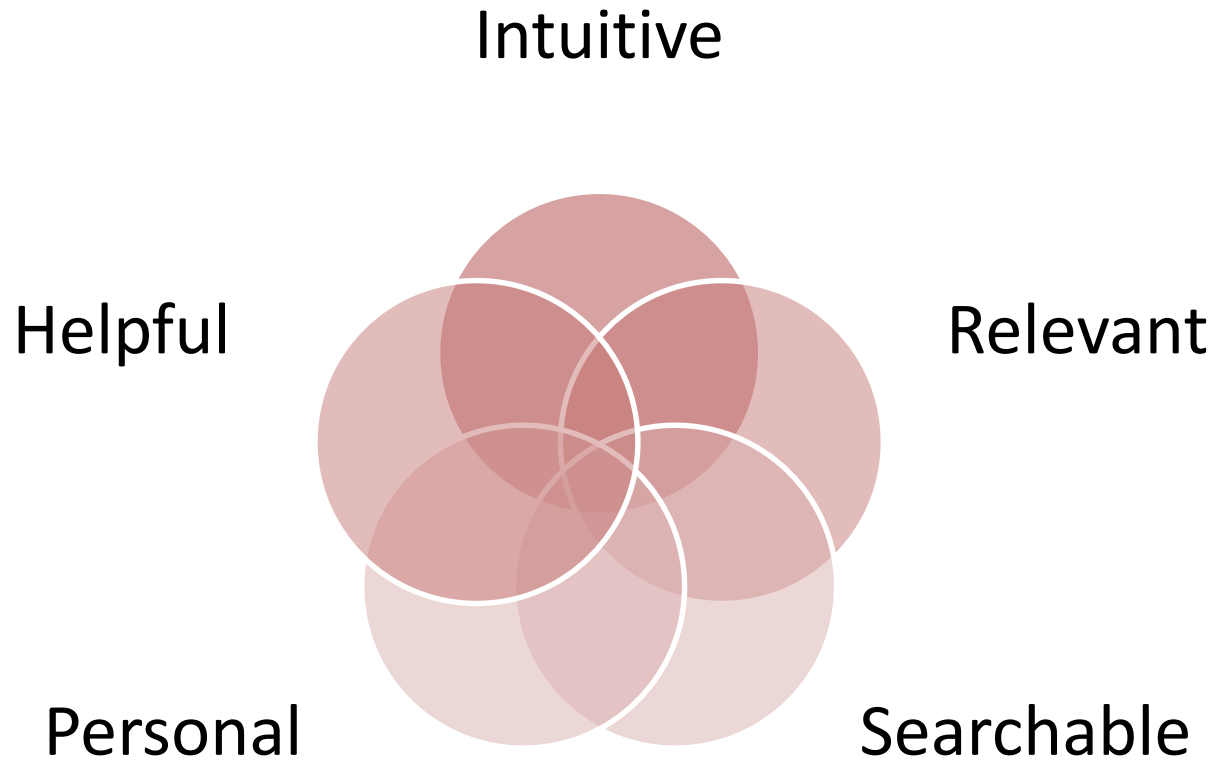4. A composite of many people

From SAFFER: Designing for Interaction

SCENARIOS are

STORIES

(your persona is the protagonist)
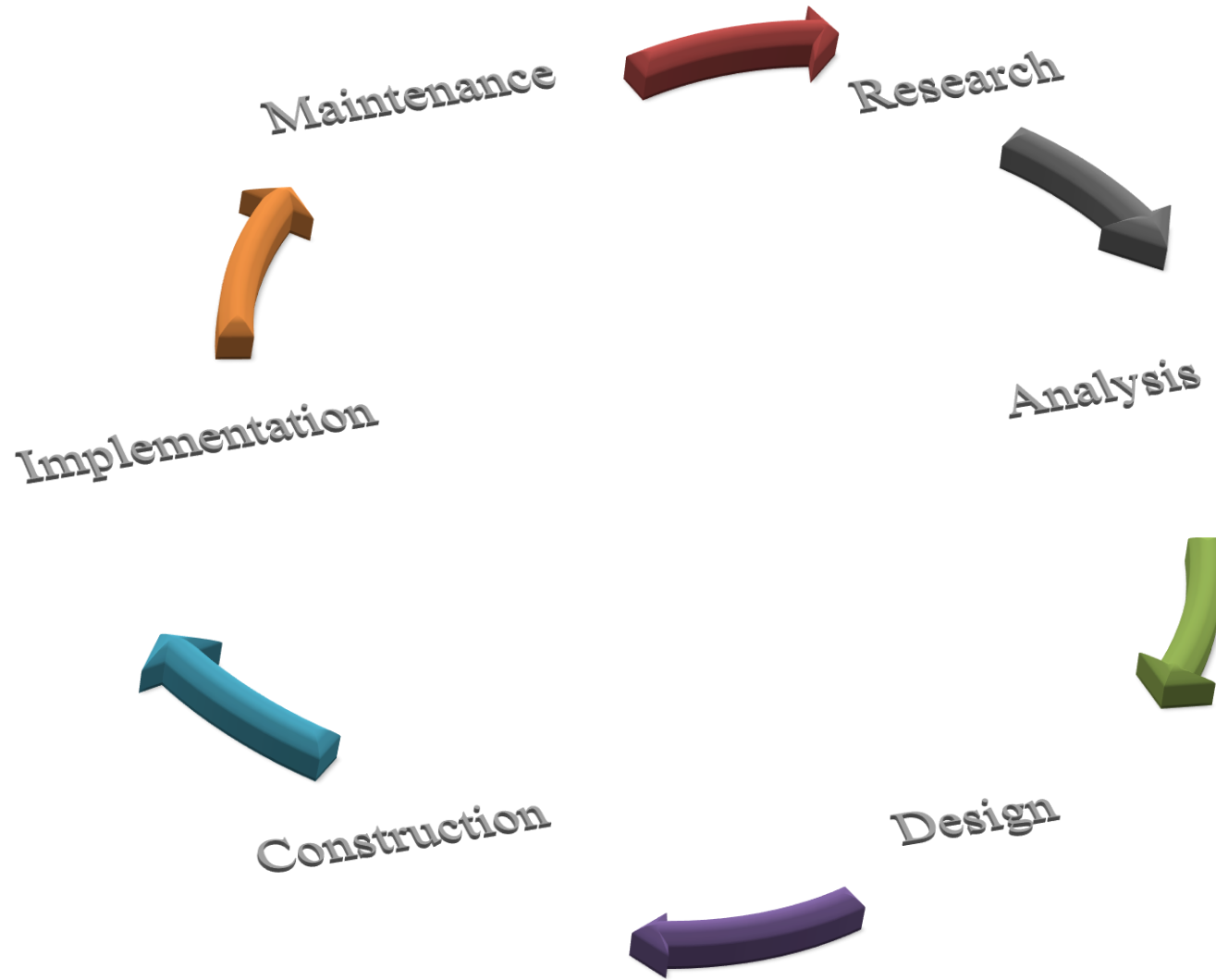
IMAGINE your design concepts IN USE

Design principles

Intuitive

Relevant

Searchable

Personal

Helpful

How do you develop a Heuristic Review to use?

Software Development **Life Cycle**

What Makes a Good **Design**

- Do not clutter the screens
- Expand / Collapse information
- Use of icons and symbols
- Search
- Colors
- Navigation
- Controls

Exam 3

- The primary material covered in the Exam will be on the Design aspects of the course with focus on the topic discussions and exercises reviewed in Classes 7 through 11.
  - Class 7 – Design
  - Class 8 – Persona/Scenario/Prototype
  - Class 9 – User Experience
  - Class 9 – Selling Your Ideas
  - Class 10 – Reviewing Work
  - Class 11 - Summary

- While the exam will focus on design aspects of the discussion there will be reference to the analysis tools (process flow, data entities and business rules) found in some of the questions and applied in the case portions of the exam.

- Chapter 7 in the text book supplies a good overview of the best practices and approaches for an analyst

- A review of chapter 6 in the text book and the class discussion on the analysis tools will also be helpful
  - Class 4 – Process Mapping
  - Class 5 – Data Mapping and Relationships
  - Class 6 – Business Rules and Decision Tree

- The exam has three sections: (all multiple choice)
  - 1) 12 question on general knowledge of the above subject areas (mostly on Design Topics)
  - 2) 12 questions based on a case review focused on the evaluation of Report designs and layouts to support the organizations Sale Activities and Tracking
  - 3) 16 question on a separate case review focused on the identification / evaluation of business requirements and their applicability to developing a potential estore solution.
  - To prepare for the question pertaining to the two cases in the exam, review previous case work assignments and practice identifying the key process steps, data elements and business rules that would be pertinent to creating a solution.
  - Overall this exam will test you skills in analyzing the information supplied in a case an applying it to a solution

Final Grade

- Exam 1 – 20%
- Exam 2 – 20%
- Exam 3 – 20%
- Individual Assignments – 20 %
  - Scope, Process flow, Data Entities, Business Rules
  - Class Participation
- Team Project – 20 %
  - Project Scope
  - Current State,
  - Solution Design
  - Presentation
  - Team Participation