

MIS 5303: DESIGNchallenge summary documents:

Each team will submit a final document of their proposal developed during the Challenge. Use Powerpoint to create a report that combines graphic and written summaries. A structure for the document is below. You will be graded on the quality of your research (both qualitative and quantitative) and the insights you develop and your ability to translate these insights into evidence-based recommendations. You will also be graded on your ability to effectively communicate your insights and proposals VISUALLY.

REMEMBER – THIS IS NOT A PRESENTATION. DO NOT THINK OF THESE AS PRESENTATION SLIDES.

Please follow the outline/documentation criteria below so that all of the summaries maintain the same content format. Include PHOTOS of your process and all products of your team.

1. SLIDE 1:
 - a. Team number
 - b. List all team members
 - i. Include MIS undergrads if you had any on your team
 - c. What is the Name of your proposal?
2. SLIDE 2
 - a. Field work
 - i. What did you observe, hear or read that interested you?
 - ii. What opportunities did you identify?
 - iii. What did your maps reveal?
 - iv. What secondary research/data/evidence did you discover
3. SLIDE 3
 - a. Who are the affected stakeholders? List them.
 - b. Personas
 - i. Who are your personas? Fully document them.
 - ii. **What do they say (their quote)?**
 - iii. Describe their interaction.
 - iv. What challenges do they face?
 - v. What do they need to make their interaction easier
 - c. What do they WANT, HAVE, NEED?
 - i. Summarize the content of your exercise
4. SLIDE 4
 - a. What is your Design Problem: **“How might we...”**
 - b. What is the BIG IDEA (a brief summary – 2-3 sentences)
 - c. How does it work?
 - i. Describe a scenario of use
 - ii. Draw the system
 - iii. What does it look like (your prototypes)
5. SLIDE 5
 - a. What is the value proposition?
 - i. Why is this a great idea?
 - ii. What evidence supports this?
 - iii. What does SEPTA need to make it happen
 - iv. What do they need to make it last?
6. SLIDE 6
 - a. Appendix (any additional relevant information) and Citations

Final Deliverable due by 11:59pm on Oct 2

Submit your assignment and any photos or other documentation using the shared Google drive. In the folder labeled “Final Reports”. Create a folder with your “TEAM #” containing all of your documentation. Your summary must be in PPT format with images in the document and included as separate jpeg or pdf files.