Today: Team Work Session

- Review individual system maps
- Consolidate maps into a team map
- Identify gaps in information and research needed
- Identify opportunities in the market
- Begin developing your final report
Mapping a *system* or an *experience*.
Making the **COMPLEX** more **CLEAR**.
Let’s look at mapping.
maps show where you have been.
maps show where you are.
maps show where you are going.
As it was.

Retrospective
As it is.
As it will be.
Map a process/system.
Map an experience.
Map a strategy.
map diagram

Medieval Latin mappa, from Latin, napkin, towel

First Known Use: 1527

verb
: to plan the details of (something)

transitive verb
1a : to make a map of <map the surface of the moon>

b : to delineate as if on a map <sorrow was mapped on her face>

c : to make a survey of for or as if for the purpose of making a map

d : to assign (as a set or element) in a mathematical or exact correspondence <map picture elements to video memory>

2: to plan in detail —often used with out <map out a program>

3: to locate (a gene) on a chromosome

From: http://www.merriam-webster.com/dictionary/diagram
Maps help to explore.
explore

transitive verb
1a: to investigate, study, or analyze: look into <explore> the relationship between social class and learning ability> —sometimes used with indirect questions <to explore> where ethical issues arise — R. T. Blackburn>
b: to become familiar with by testing or experimenting <explore> new cuisines>

2: to travel over (new territory) for adventure or discovery

3: to examine especially for diagnostic purposes <explore> the wound>

intransitive verb
: to make or conduct a systematic search <explore> for oil>

Origin of EXPLORE
Latin explorare, from ex- + plorare to cry out
First Known Use: 1585

From http://www.merriam-webster.com/dictionary/explore
Explore

etymology:

1580s, "to investigate, examine," a back formation from exploration, or else from M.Fr. explorer (16c.), from L. explorare "investigate, search out, examine, explore," said to be originally a hunters' term meaning "set up a loud cry," from ex- "out" (see ex-) + plorare "to cry." But second element also explained as "to make to flow," from pluere "to flow." Meaning "to go to a country or place in quest of discoveries" is first attested 1610s.

Maps examine.
Maps “cry out”.
Maps “make flow”.
Tableaux Graphiques et Cartes Figuratives de M. Minard, 1845-69

From The Visual Display of Quantitative Information
Edward Tufte
This is an exploration
FOR TODAY:

VISUALIZING A SYSTEM

INDIVIDUALLY prepare a visual representation of your project as a system. SHOW HOW THIS SYSTEM WORKS.

Use Powerpoint (or other graphic software that enables you to generate a jpeg or pdf file) to create your representation. You may use any graphic tools, animations or effects to communicate your idea – but they must enhance communicating your ideas.

THE ENTIRE MAP MUST BE VISIBLE WHEN COMPLETE.

You may only use 1 slide.

THIS IS A VISUAL REPRESENTATION, NOT A PRESENTATION.

Conduct any additional research to understand your persona’s unmet needs and fill any gaps in the general research identified by the team.

Review the samples on the course blog.
PRESENT your individual system maps to your team

1. Consolidate the information in your individual maps into a TEAM MAP to give to your client. Make sure to represent the collector’s market and the network of actors, relationships, and flows of money, information and goods.

2. What gaps in the information or research do you identify?

3. What opportunities do you identify in the market?
Your final deliverable
Final Report: Due DEC 8\textsuperscript{th} IN GOOGLE DRIVE

-Format: PPT document.

-Teams will submit a final document of their project. (See brief on course blog). Use PowerPoint to create a report document that combines graphic and written summaries. **THIS A REPORT – NOT A PRESENTATION**

-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 in your document.
An effective business plan tells a story of opportunity and a strategy to realize it.
Final Report: FORMAT

Slide 1: Title Page, Team #, Team members, Specific Market

Slide 2: Executive Summary
- Brief description of the market
- Key insights
- Assessment of the Opportunity

Slide 3: Research methodology
- Quantification of research
- Description of methods
- Samples

Slide 4: A detailed overview of the forces affecting the collector market of your choosing
- Market forces on a global and hyper-local scale
- External Regulation
- Market systems (your Maps of the As Is situation)
- Stakeholders
- The role of technology

Slide 5: The Market
- Size of markets
- Biggest players (global/ local)
- Competition (global/ local)
- Risks
- An assessment of the potential OPPORTUNITY
Final Report: FORMAT

Slide 6: Profiles of sellers and buyers *(Your Personas)*
- Who they are
- Their needs, motivators, drivers

Slide 7: Market Systems and Operation
- Provide visual and text-based representations of the market and how it operates.
- Include supply chain sourcing products to sell, marketing, sales process, purchase

Slide 8: Financial data historical and current
- Quantify historical and current pricing and provide an explanation of your methodology, sources, accuracy, limitations
- Dynamic pricing if it is prone to fluctuations
- Financial data about the opportunity

Slide 9: Conclusion
- Summation of your assessment of the market and opportunity.
- What is your recommendation?

Slide 10
- Sources
Your NEXT Session:
BLOCK OUT YOUR FINAL REPORT

As a TEAM, block out the content of your final report

Use the structure outlined in the project brief available on the course blog.

Bring a draft of your report with you to class next week

BE PREPARED TO PRESENT YOUR DRAFT TO YOUR PEERS FOR FEEDBACK.
Any questions – contact me
jamescm@temple.edu
Quickly clean up:

place all tools in your bins and return them to the stack.

return all other materials to supply tables