MIS 5403

SET UP THE ROOM

SIT WITH YOUR TEAMS

HOLD YOUR ASSIGNMENTS UNTIL LATER
THIS week:

INTERVIEWS
Understand the power of stories.

Look for very personal moments + insights from people.
ASSIGNMENT: INTERVIEWS

You must interview at least 3 people who represent stakeholders for your project.

You want to learn as much as you can about them and their personal relationship to the project domain of interest.

Write a 1-2 page (full page minimum) personal portrait telling their “story”. Provide details and insights into their personalities, choices, preferences, and personal intellectual and emotion drivers. This is a story – not a Q+A summary.

The interview assignments are opportunities to understand the relationship between PEOPLE and SITUATIONS. Your goal is to understand what people want and need. Successful interview assignments usually involve multiple interviews and several pages of transcribed conversation that are summarized and distilled into a meaningful narrative.

If your interview is very brief or cut short – I strongly suggest doing another until you have sufficient material.

DUE: 15 Sept. LOOK AT SAMPLES OF “A-LEVEL” WORK ON THE COURSE BLOG
Look for very personal moments and important insights.
“Contrary to the common commuter, to Francis, the bus serves not as a part of an average day but as an occasional treat granting him the freedom to explore the city in which he operates. The fact that he cannot take this “trip” as often as he wishes makes the entire transit experience much more important in his life. One may conclude that the bus helps him to escape the trials of his everyday life, at least for a short while.”
“She admits that she tries to minimize her exposure to the bus shelter because it is not very accommodating and it makes her feel isolated. She describes the experience of sitting on the small wooden bench by herself while cars zoom past her at a high rate of speed. She jokes that it feels like every car speeds past mocking her misfortune of waiting for the bus in such miserable conditions.”
30 min
Distribute your interviews among members of your team.

Read at least 3 interviews that are not your own. Make note of what captures your imagination. Look for personal wants and needs. WRITE YOUR COMMENTS ON THEM.

Discuss which are the most effective stories and WHY.

Select your BEST ONE and turn it in to be graded.
Now we need to relate the collectors market to these PEOPLE.
Who are the affected stakeholders and what are their unmet needs?

List the stakeholders for your particular project. Think of those that are obvious and hidden.
Personas:
TOOLS for understanding and communicating USER behaviors, needs, desires, contexts of use
CREATING PERSONAS:

1. OBSERVE and TALK to people (your interviews)

2. Find a common set of behaviors or motivations to use as a basis (from your key words)

3. Give the persona a name/picture/basic demographic data

4. Then make them **REAL**

   - Age
   - Occupation
   - Location
   - Marital status
   - Children
   - Income
   - Education
   - Hobbies
   - Defining characteristics
   - A quote

From SAFFER: Designing for Interaction
LUKE SAMAJ
age: 31 years old
occupation: watch vendor
Subway & Bus
The system is his store.
location: North Philly

5:00 AM: Wake up
5:45 AM: Leave house & walk to bus stop
30 minute bus ride
6:15 AM: Arrive & go to Subway
6:25 AM: Subway arrives
10 minute subway ride
6:45 AM: Arrives at Suburban
Set up booth
7:00 AM: Opens his watch shop

Wake up
Leaves out at 5:35 AM
The 3 bus stop 5:45
Waiting for bus

Subway
6:25 AM arrives
10 min ride

Now at City Hall
He sets up work shop
6:35 to 7:00

He sets up where the most people are gathered

MOVADO

MAP

Taking the bus
Yea I'm tired!!

Next
Karel

„I like measuring tool. Sometimes I measure circuit where I run“.

Karel likes cycling and running but he doesn’t use tourist maps because they look so chaotic. Web map use only for searching addresses.

Age: 29
Position: Fitness coach
Family: Married, one child

Fairly comfortable with technology; use laptop with mouse; 10 hours per week online
Internet use: 100% at home

Favourite web map portal:

http://mapy.cz
1. Pick a pair of significant stakeholders (collector, buyer, seller, distributor, ...)
2. Divide the team into 2 groups.
3. Each group will select one Persona to develop
4. Create your personas
“A defining quote related to the domain of interest”

GENERAL DEMOGRAPHIC DATA

Age
Occupation
Location
Marital status
Children
Income
Education
Hobbies

Name
Role

Defining characteristics

DRIVERS

Goals
Needs
Desires
Frustrations
Pain Points
Each half of the team: present your Personas to each other.

Imagine a scenario of a typical **MOMENT OF INTERACTION** between your personas **WITHIN THE CONTEXT OF THE PROBLEM DOMAIN**. Write a brief **NARRATIVE** describing what happens.

What **TENSIONS** or **CHALLENGES** do they face?
SCENARIO:

DESCRIBE THE MOMENT OF INTERACTION:

WHAT TENSIONS EXIST BETWEEN THEM?

WHAT DO THEY EACH HAVE / WANT / NEED?

WHAT CHALLENGES DO THEY FACE?
As a team update your research plan:

- What do your Persona Interactions REVEAL about the market system?
- Are there opportunities here?
- What do you want to know more about?
- How will you approach the research?
- How will you find qualitative and quantitative data?
- Start thinking of your market as a SYSTEM
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