



BNAI MIS 3504

Digital Design and Innovation Studio

Day 3

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

Quiz

- **30 minutes**
- **Individually | closed notes| closed book**
- **Start: 8:30 end 9:00**

Today's Topics

Review of first 2 days

Interviews

Final Project Introduction- CBH



Review: Day 1 & Day 2

Questions

- **What is a project scope document?**
- **Who is a project sponsor? What do they do?**
- **What role would you have in a project?**

Roles

Project Sponsor

Project Manager

SME

Business Analyst

Stakeholder

Saffer's 3 Rules on Doing Design Research

1. You go to them
2. You talk to them
3. You write stuff down

What's so hard about that, seems like common sense?



Rule # 1 YOU GO TO THEM

Discussion: **Trust & Observing**



Why do you need to build trust



Rule #2

YOU TALK TO THEM



Discussion: **Interviewing**

Definition of *INTERVIEW*

1: a formal consultation usually to evaluate qualifications (as of a prospective student or employee)

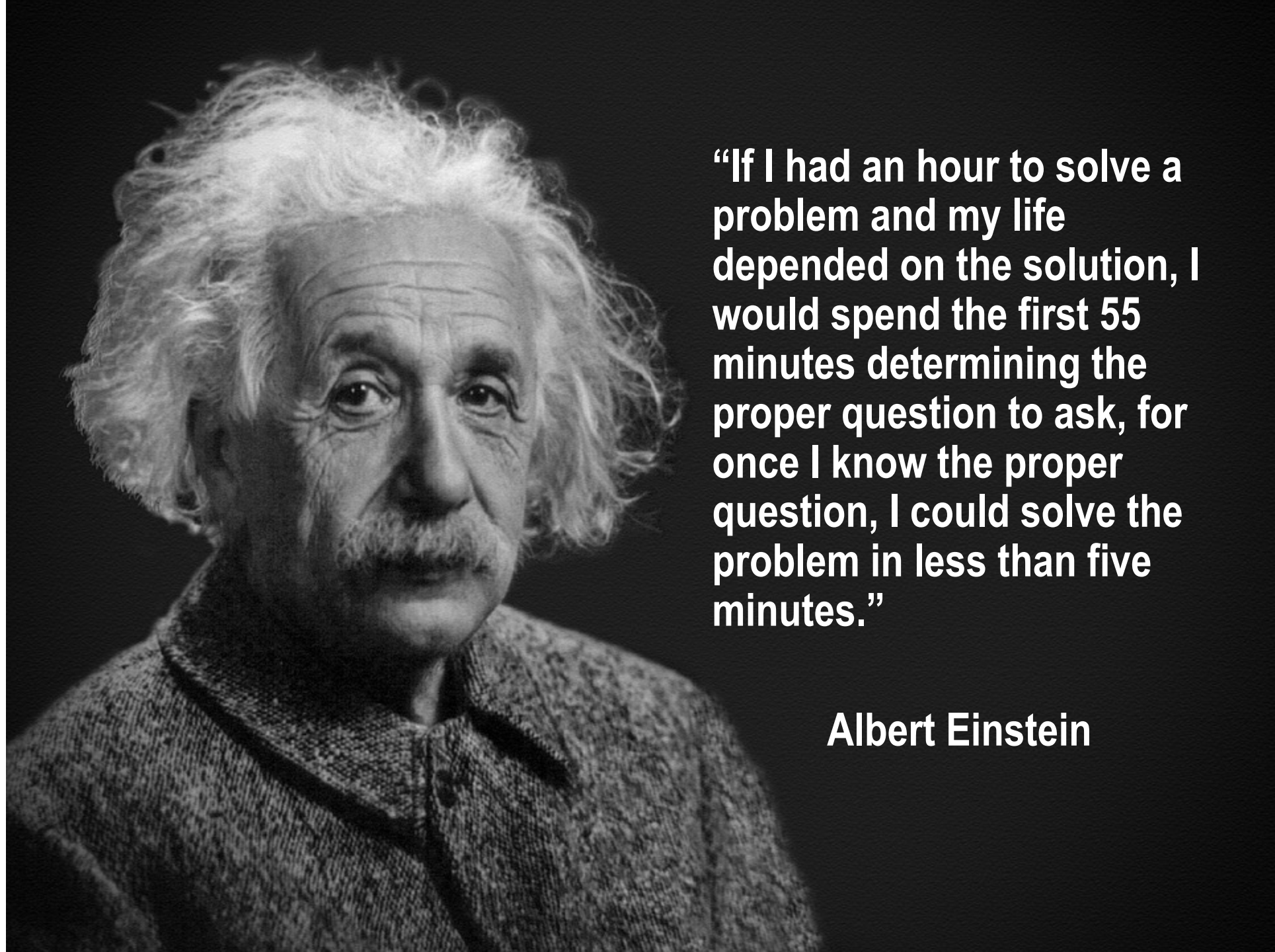
2a : a meeting at which **information is obtained** (as by a reporter, television commentator, or pollster) from a person

<http://www.merriam-webster.com/dictionary/interview>

Know your audience

Points of *view*

What are you **listening/looking** for?



“If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than five minutes.”

Albert Einstein

Interviewing

Prepare questions in advance

What do you want to know?

Who is best able to tell you?

Executives – Can usually tell you why?

Managers – Can usually tell who? where? And what?

Workers – Are usually the only ones who can tell you how?

Ask open ended questions

Ask follow-up questions using the “reflect” technique

What does it take to listen **actively**?

- 1. Pay Attention**
- 2. Show that you are listening.**
- 3. Provide feedback.**
- 4. Defer judgment.**
- 5. Respond Appropriately**

Socrates was good at follow-up questions

| | |
|--|---|
| Clarification | What do you mean by ____? Could you put that another way? Can you give me an examples? |
| Probing Assumptions | What are you assuming? How did you choose those assumptions? What could we assume instead? |
| Probing Reasons and Evidence | How do you know? Why do you think that is true? What would change your mind? |
| Viewpoint and Perspectives | What are you implying by that? What effect would that have? What is an alternative? |
| Probing Implications and Consequences | How can we find out? Why is this issue important? What generalizations can you make? |
| Questions about Questions | What does that mean? What was the point of this question? Why do you think I asked this question? |



Rule #3

YOU WRITE IT DOWN



Discussion: **Taking Notes**

Team Exercise: Sweet Art Company

Instructions:

- 30 minutes
- Reach through “Sweet Art Company” case on the course site under “Day 3”
- Answer the four multiple-choice questions in on the case amongst your groups
- We’ll go through the answers in class

| Group Number | First Name | Family Name | Chinese Name |
|--------------|------------|-------------|--------------|
| 1 | Yahan | DAI | 代雅涵 |
| 1 | Menghe | LI | 李梦荷 |
| 1 | Yifei | QUE | 阙一菲 |
| 2 | Fang | DONG | 董方 |
| 2 | Zhichao | LIN | 林志超 |
| 2 | Kang | SHAO | 邵康 |
| 3 | Muyao | DONG | 董慕瑶 |
| 3 | Dongchang | LIU | 刘东昌 |
| 3 | Ruoming | TANG | 唐若铭 |
| 5 | Zhi | DO | 杜智 |
| 5 | Yusen | LOU | 罗宇森 |
| 5 | Zijian | TIAN | 田子鉴 |
| 6 | Baowei | GUO | 郭宝维 |
| 6 | Yue | MA | 马越 |
| 6 | Ziyi | WAN | 万子仪 |
| 7 | Mengfan | GUO | 郭梦凡 |
| 7 | Weifan | QIAO | 乔玮凡 |
| 7 | Ruoyu | ZHI | 支若玉 |

| Group Number | First Name | Family Name | Chinese Name |
|--------------|------------|-------------|--------------|
| 8 | Yucheng | HOU | 侯禹丞 |
| 8 | Jianan | WU | 吴佳楠 |
| 8 | Yi | ZHENG | 郑毅 |
| 9 | Jingyu | JIANG | 姜璟羽 |
| 9 | Qian | WANG | 王茜 |
| 9 | Yimo | WU | 吴奕默 |
| 9 | Ao | ZHOU | 周傲 |
| 10 | Ao | LI | 李奥 |
| 10 | Luxiao | XUE | 薛路晓 |
| 10 | Xinyue | ZHANG | 张馨月 |
| 11 | Chaoyue | LI | 李超越 |
| 11 | Yihan | WANG | 王一涵 |
| 11 | Yifan | YANG | 杨一帆 |
| 12 | Yuqing | YIN | 印雨晴 |
| 12 | Tongjia | ZHANG | 张桐嘉 |
| 12 | Wenhan | ZHAO | 赵文涵 |



30 minutes



Team Exercise: Stakeholder Interviews

Group Exercise: Warehouse Stakeholder Case

- 1) Read through the warehouse stakeholder case for 40 minutes**
- 2) Prepare 5 questions to ask the stakeholder during your interviews**
- 3) After 40 minutes, you will come back to the class and each group will have five (5) minutes to ask the stakeholder their questions**
 - 1) Someone on your team will be responsible for writing the stakeholder's answers as well as a summary of the stakeholder (will they be easy or difficult to work with? Do they have much leverage over the project's success?)**
- 4) One group submission emailed after class to Professor Minich via PDF (make sure your group # is on the PDF otherwise you will not get credit)**



40 minutes



BREAK 15



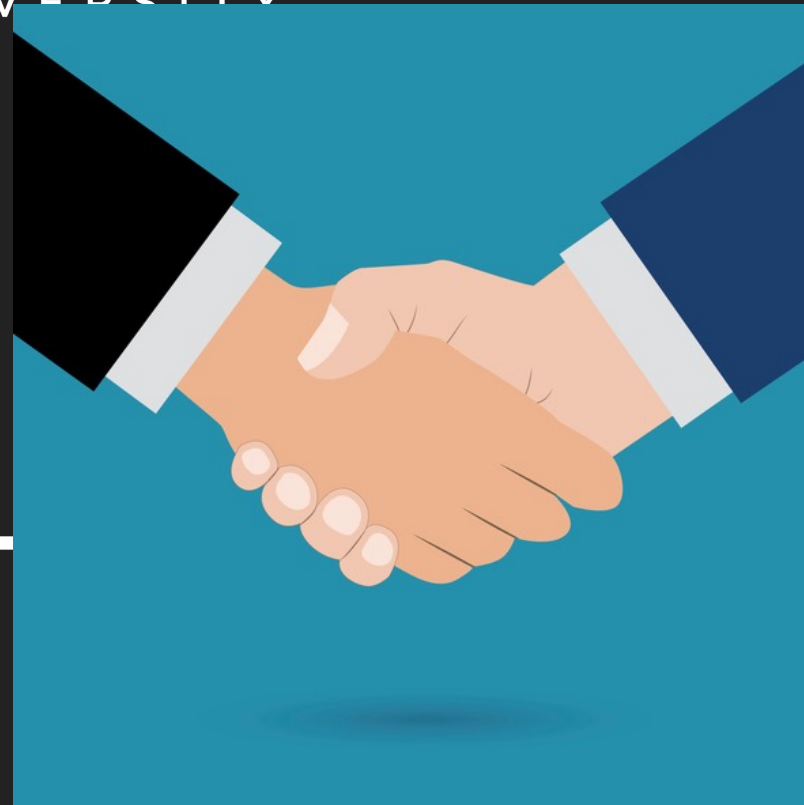


TEMPLE
UNIVERSITY

Interview Time

When I call on your group, you will have 5 minutes to interview me as a stakeholder. I will be grading your:

- Questions
- Interview skills



Interview Schedule

1. Group 3
2. Group 1
3. Group 10
4. Group 12
5. Group 5
6. Group 11
7. Group 7
8. Group 2
9. Group 8
10. Group 6
11. Group 9



Final Group Project

Charlie's Biscuit House

Final Group Project

Charlie's Biscuit House

Final Group Project-Deliverables

In-Class Exercises:

1. Understand the activities done in CBH's current process.
2. Understand the data used in CBH's current process.
3. Identify the business rules used in CBH's current process.
4. Recommend the control objectives and controls that CBH should use insure positive outcomes from the credit approval process.

Additional Deliverables:

1. A swim-lane diagram of the process
2. An ERD of the data involved in the process
3. A list of business rules for the process
4. A list of the control objectives for the process and what controls you recommend for each objective
5. A presentation of your findings (no more than 8 slides)



Thank You! Goodbye!
