

## Activity: Ideation 1

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### Introduction

It's important for MIS students to be able to generate original, sophisticated ideas. The ability to innovate with information systems (IS) is an important contributor to future vocational success.

***There is no one magic component of a good, sophisticated, idea.*** However, asking yourself some questions can help you evaluate the merits of an idea.

### ***Shafer's Eight questions to think about when evaluating a new IS idea:***

1. **Does it require roles?** Does your project involve users with different roles? For example: if you request an Uber ride there are at least two different roles in that process. The roles are *driver* and *passenger*. Users of the Uber system have different duties depending on their role, and different features of the Uber system are exposed to users based on their role.
2. **Does it leverage mobile technology?** Will your application be used primarily on a smartphone, tablet, laptop, or some combination of those things? Applications that run on smartphones can make use of geolocation, cameras, and other features that desktop applications can't. It is usually smart to design mobile user interfaces first and think about the desktop/laptop experience later.
3. **Do you need to model it?** Recall that an Information System can be thought of in terms of people, process, and technology. Is your project idea something that inspires the need for a swim lane diagram or a flow chart?
4. **Is it self-perpetuating?** Does your project idea support or create a virtuous cycle? (If you don't know what a "virtuous cycle" is you really should Google that term!)
5. **Does the solution require the use of status codes?** Data that appears, disappears and/or seems to move from one location to another based on a status code is often an indicator of sophisticated solution.
6. **Does it collect new data?** If your solution collects data that was previously unavailable or very difficult to obtain, then you are probably on to something good. But be careful, it's not enough to just collect data, you should also be able to summarize it in some way that is either prescriptive, predictive or (at the very least) engaging.
7. **Are APIs used in a series of steps?** For example: a Google map that always shows the exact same location is almost entirely useless. A map that *changes* location and displays information relative to the user's current location, can be more useful. To get that effect, you must use API data *in steps*. First, use an API to get the user's geolocation (latitude and longitude). Second, call *another* API to render a map using that geolocation. That's (at least) a two-step process for the developer, but it looks like a single feature to the non-technical user.
8. **Is it disruptive?** A business with a disruptive business model attempts to address consumer demands that the current industry cannot (or will not) provide. Disruptive Business models often employ innovations in IS not used elsewhere. Disruptive systems often bypass entire processes that were constructed around legacy technologies (phone, fax, human clerks, paper forms, etc.).

If you can reasonably answer yes to three or more of those questions when describing your project idea, then it is probably a good, sophisticated idea.

## Instructions

In this activity, pick one of the following articles, read it, and then post to the “Ideation 1” discussion on canvas. In your post, describe **2 or more** ways that the business or product was sophisticated. You must reference Shafer’s eight questions listed above. Explain your thinking concisely and clearly. Use full sentences.

After you have posted your remarks to the canvas discussion, critique the comment of a peer. You might:

1. Politely point out vague, incomplete, or inadequately expressed thoughts.
2. Constructively add to your peer’s argument.
3. Constructively correct all or part of your peer’s post if you believe it to be incorrect.

In your critique, explain your thinking concisely and clearly. Use full sentences. Short statements alone such as “Good job” or “I disagree” do not constitute a critique.

Look for discussion posts that have not yet been critiqued. Only after all discussion posts have been critiqued once should a student consider adding a second critique.

## Article List

You don’t need to read all of these, just pick one that interests you.

Zoom <a href="https://medium.com/predict/the-success-journey-of-zoom-app-case-study-56534abfc008">https://medium.com/predict/the-success-journey-of-zoom-app-case-study-56534abfc008</a>
Coke Freestyle Touchless <a href="https://aws.amazon.com/solutions/case-studies/coca-cola-freestyle/">https://aws.amazon.com/solutions/case-studies/coca-cola-freestyle/</a>
Wordle <a href="https://www.hatch.sg/post/wordle-ux-case-study">https://www.hatch.sg/post/wordle-ux-case-study</a>
WordPress <a href="https://wpengine.com/resources/value-of-wordpress-worlds-first-study-of-wordpress-economy/">https://wpengine.com/resources/value-of-wordpress-worlds-first-study-of-wordpress-economy/</a>
98point6 Digital Triage <a href="https://medium.com/@carriewinecoffshevelson/product-dossier-evaluating-98point6-an-on-demand-text-based-primary-care-product-af5316eb9929">https://medium.com/@carriewinecoffshevelson/product-dossier-evaluating-98point6-an-on-demand-text-based-primary-care-product-af5316eb9929</a>
Your own example  If you have a business / innovation that you want to write about, raise your hand and ask your instructor! You may do so with verbal permission, from the instructor, in class.  <b><i>Do not ask to use Uber (or ridesharing) as an example. I won’t approve that.</i></b>