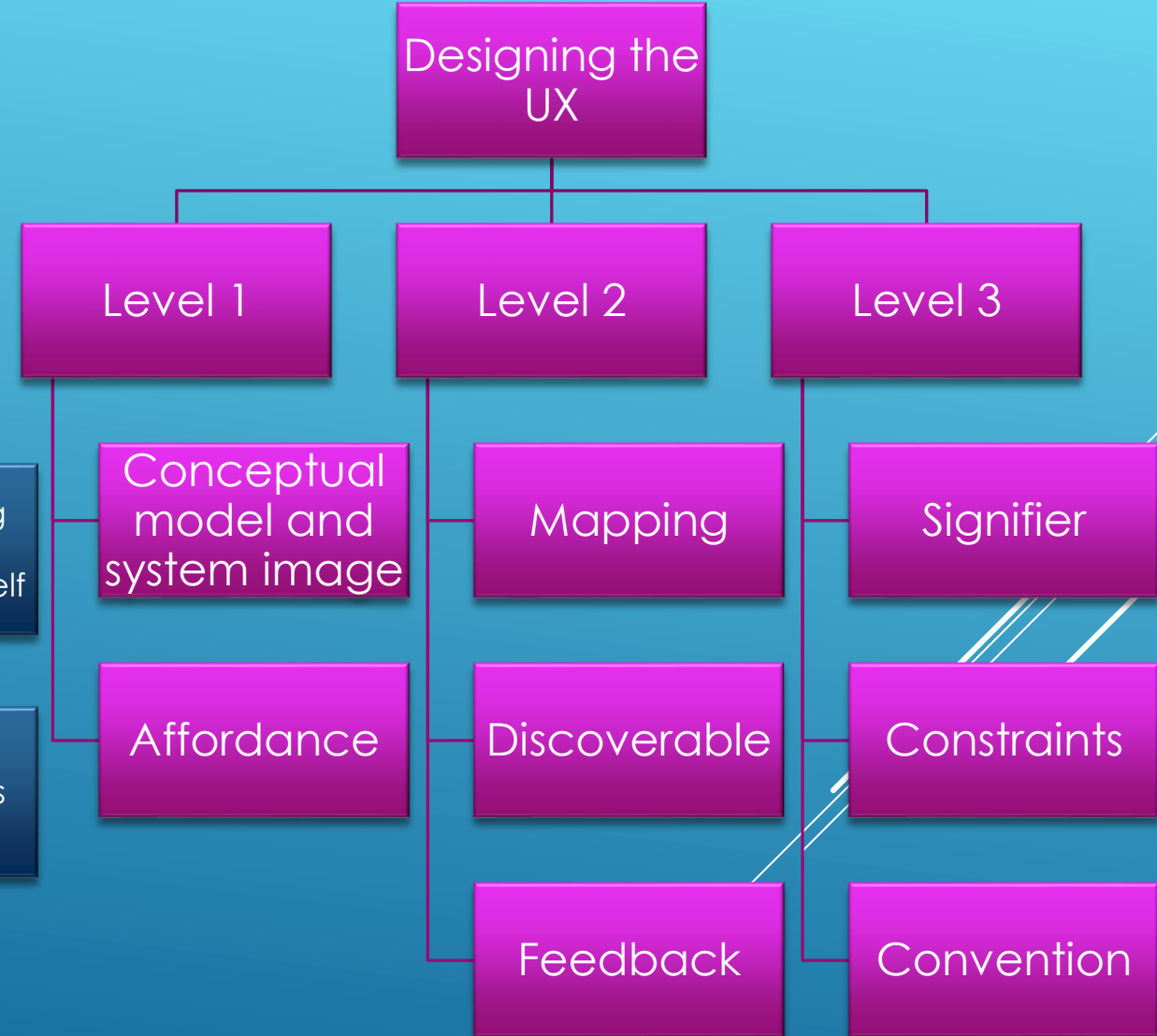
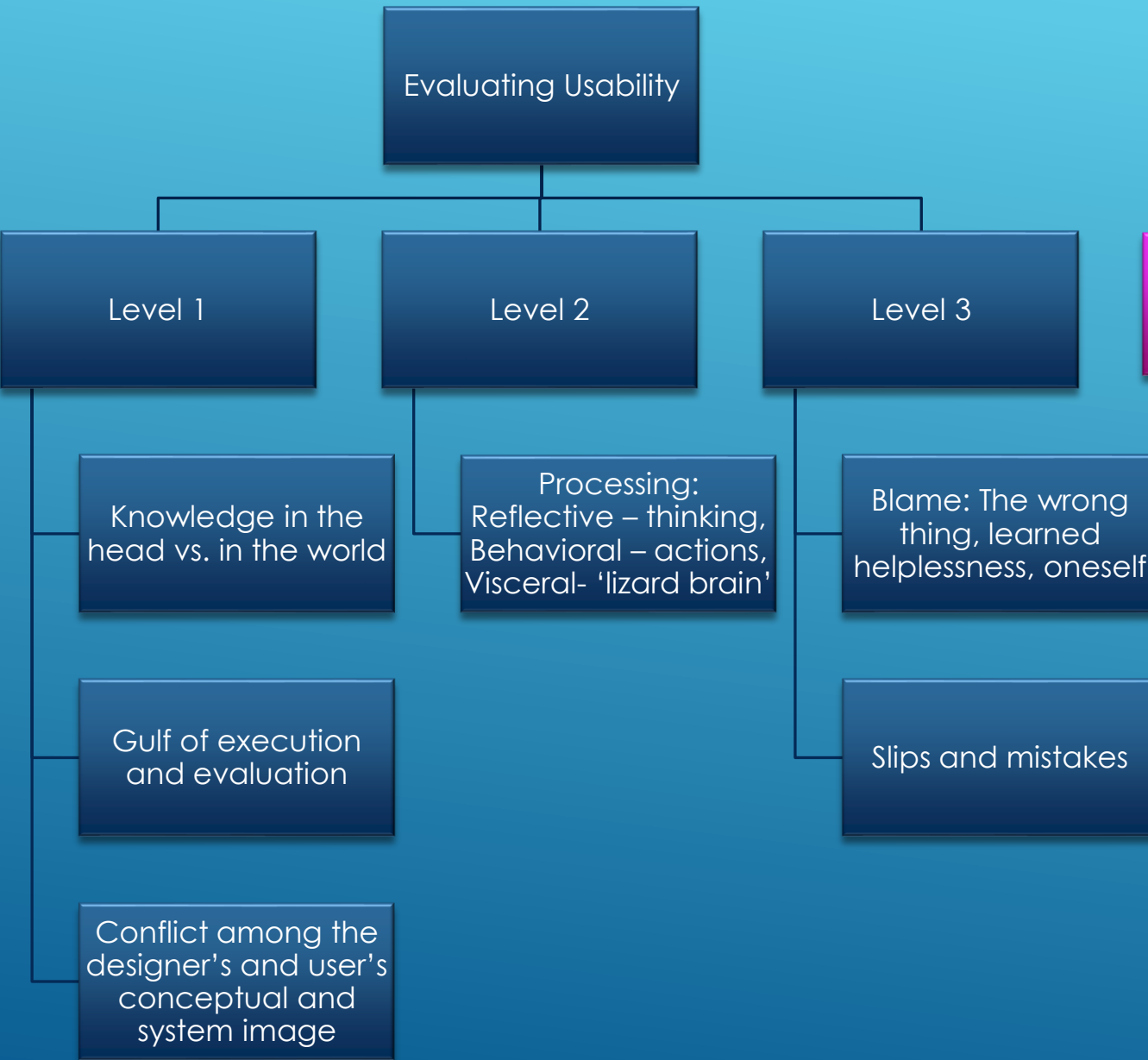
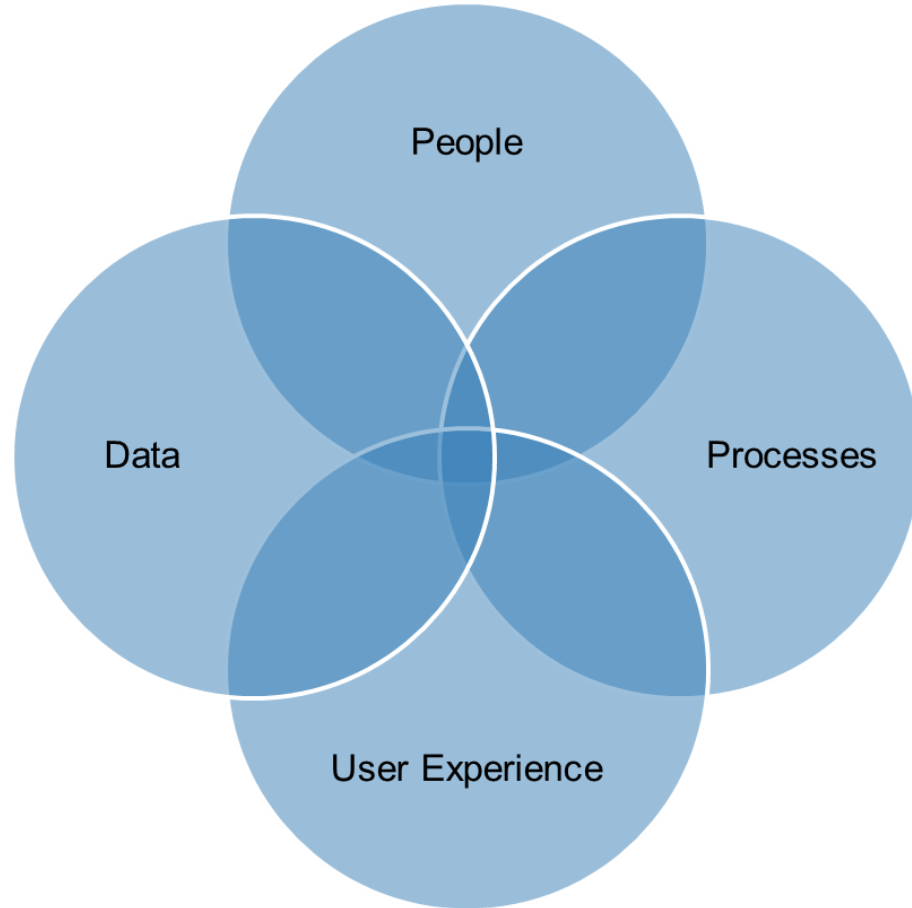


2. PROJECT RESEARCH & PROBLEM/OPPORTUNITY IDENTIFICATION

MIS3506 * Lavin * Spring 2021





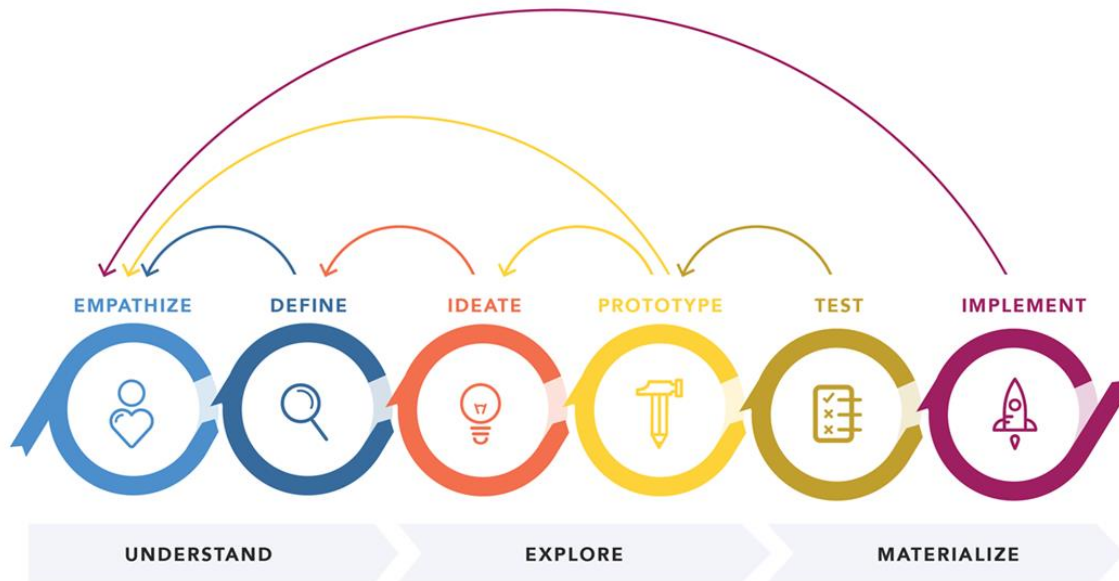
PROBLEM/OPPORTUNITY IDENTIFICATION

- Is it a problem? Is it an opportunity?
- Both require the same style of research & understanding



PROJECT RESEARCH

- ▶ Project research requires several key steps – sometimes you have a lot of information – sometimes not much at all!
- ▶ For example...



DESIGN THINKING 101 [NNGROUP.COM](https://nngroup.com)

DESIGN PROCESS:

IS IT A PROBLEM?

IS IT AN
OPPORTUNITY?



► Ask the following questions to understand the problem or opportunity:

- **Who** are our intended users?
- **What** do they want? Do they need?
- **Why** do they want?
- **Where** can they get the information?
- **How** do they want to work?
- **When** do they want it?

PROBLEM/OPPORTUNITY IDENTIFICATION: EMPATHY



Answering those questions enables us to

- ▶ Understand the problem/opportunity
- ▶ Understand the user better
- ▶ Enable productivity
- ▶ Provide a pleasurable experience

What is a product? What is a project?



prod·uct

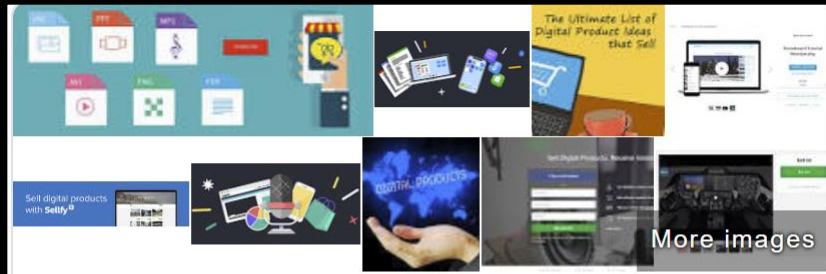
/ˈprədɜkt/

noun

1. an article or substance that is manufactured or refined for sale.
"food products"

2. a thing or person that is the result of an action or process.
"his daughter, the product of his first marriage"

synonyms: result, consequence, outcome, effect, upshot, fruit, byproduct, spin-off, legacy, issue
"her fear was a product of her emotional insecurity"



More images

Digital product

Digital goods or e-goods are intangible goods that exist in digital form. Examples include this Wikipedia article; digital media, such as audible ebooks e-books, downloadable music, internet radio, ...

Project Research

How do we learn about problems/opportunities?

- ▷ Leadership
- ▷ Social Media
- ▷ Customer Service
- ▷ Market Research
- ▷ ...What else?

Listen/Look for statements like...

- ▷ I can't complete...
- ▷ This is so easy!
- ▷ This product sucks!
- ▷ Where can I find?
- ▷ How do I?
- ▷ ...What else?



Project Research

How can we perform this research?

- ▷ Interviews
- ▷ Usability Studies
- ▷ Internet Research
- ▷ Data Analysis
- ▷ ...What else?

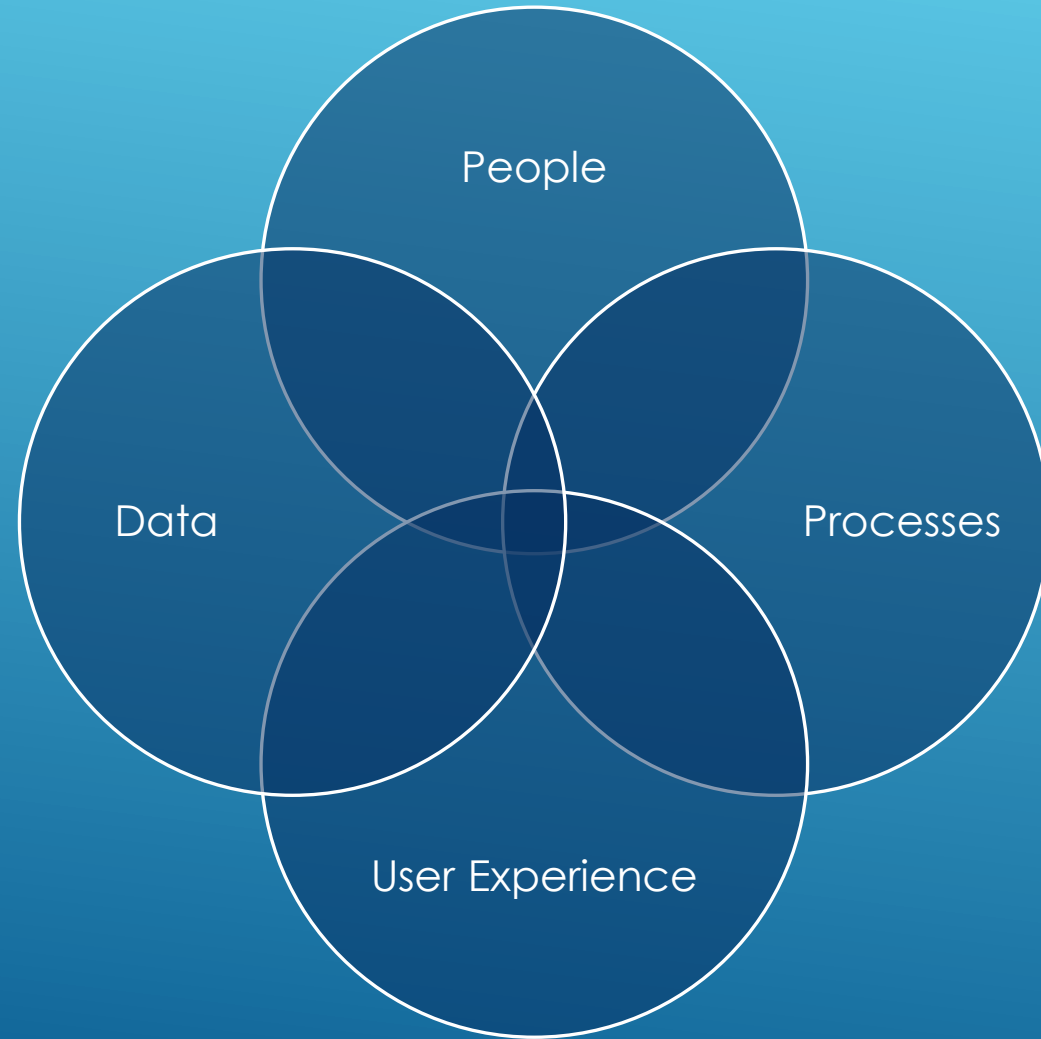
What tools can we use?

- ▷ Google Analytics
- ▷ Websites
- ▷ User Stories
- ▷ Interviews
- ▷ ...What else?



RESEARCH

Project Research – Gathering Requirements



Intended Users – “People”

Why is it important to learn about the people involved? What can be learned from these groups?



- ▷ Leadership
- ▷ Customers
- ▷ Competition



Intended Users – “People”

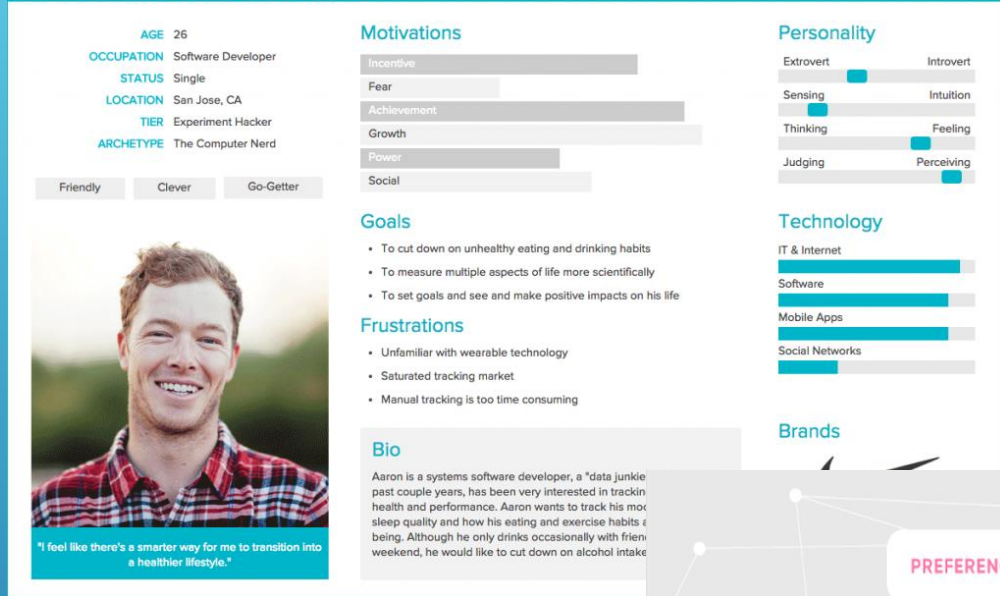
How do we obtain knowledge about the people involved?

- ▷ Interviews
- ▷ Observations
- ▷ Secondary Research
- ▷ LinkedIn, Social Media Channels



How do you develop a persona for your users?

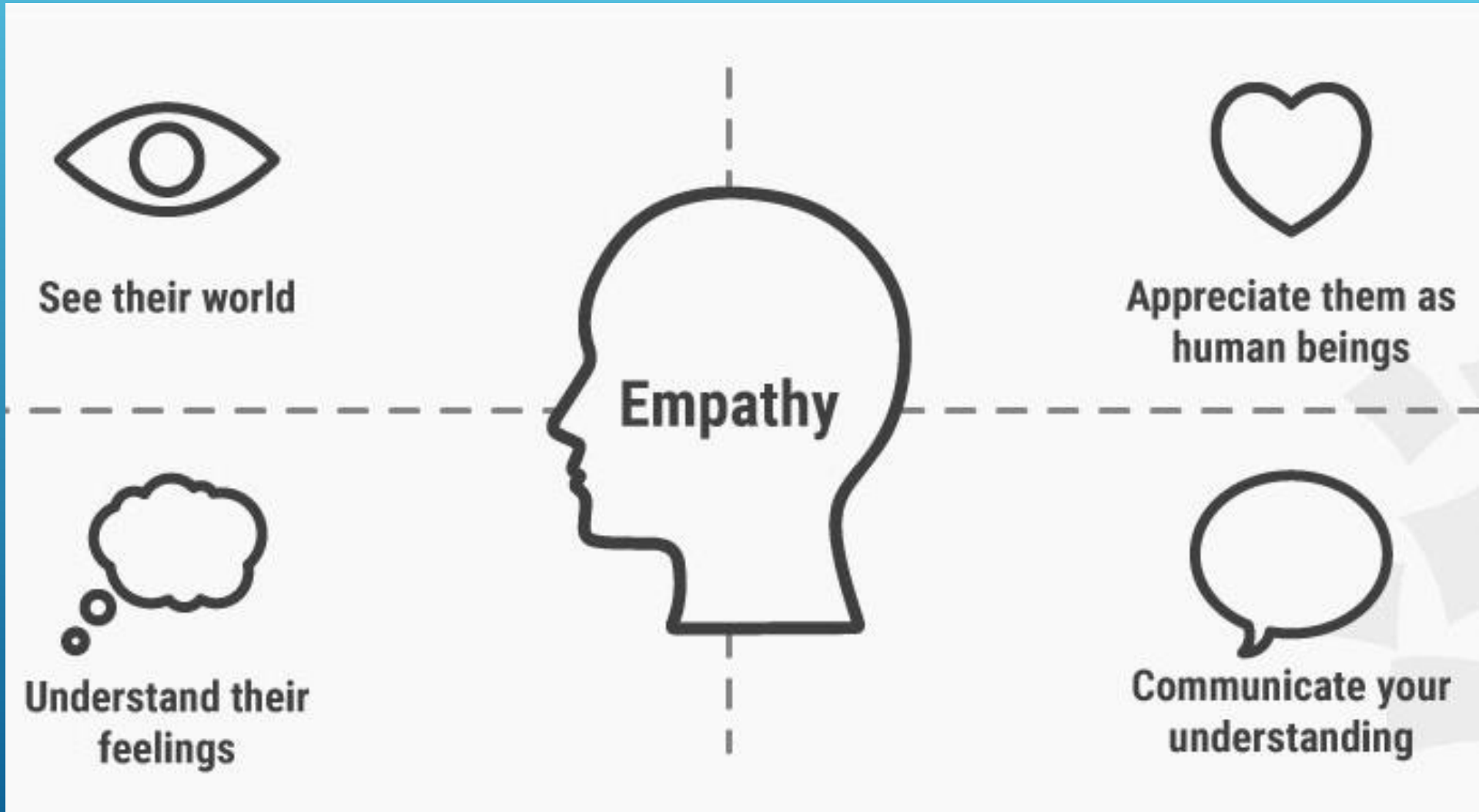
Clark Andrews



Developing a
Persona:

Why?
What should be
included?

Empathize with Users



Processes

How do we learn about processes?

- ▷ Primary Research
- ▷ Secondary Research
- ▷ Observation
- ▷ Interviews

Do I need to keep all this research in my head?

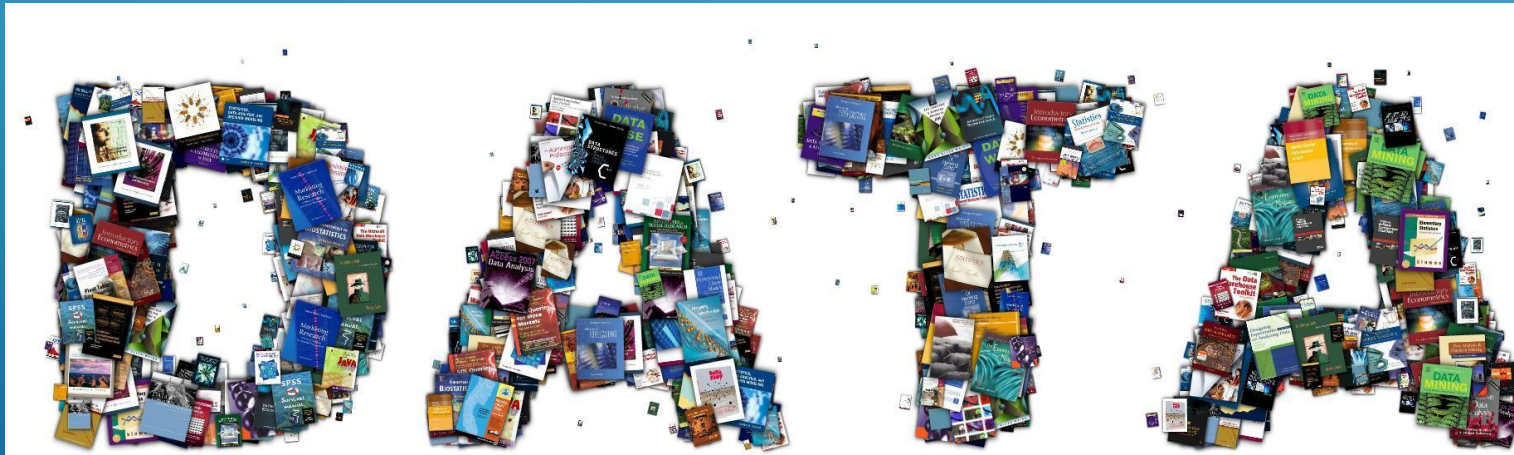


Data

Data

How do we gather information about data?

- ▷ Go to the site or app – what is being collected
- ▷ Sign up for the mailing list – what information is generated
- ▷ Think of the processes – what data might be needed to complete them



Compiling the details...

- ▷ Make a list of critical findings
- ▷ Persona map
- ▷ Data requirements documented in an ERD structure
- ▷ Visuals
- ▷ Collaboration tools



No one wants to read a long report!

Project Research

Gathering Requirements and getting the big picture is critical to understanding your goals!






IN-CLASS ACTIVITY

Researching your
project

Breakout – In Class Activity

Pick a Company

Be able to answer the following questions:

- ▷ Provide basic company information
 - ▷ What is the goal of your company?
 - ▷ Who is the target market/user?
 - ▷ Why is this company attractive?
 - ▷ Who are your main competitors?
 - ▷ What goals should users accomplish?
 - ▷ Why would users pick your company?
- 
- A decorative graphic on the right side of the slide, featuring a stylized smartphone with various icons floating around it, including a magnifying glass, a clock, a speech bubble, a shield, a plus sign, a heart, a camera, a cloud, and an eye. The icons are in shades of orange, yellow, and white, set against a dark blue background.
- ▷ Prepare a 3 minute – 3 slide presentation of your findings

