WELCOME back
Schedule change:

Peer progress assessments

WEEK 4
Assignment:
Required Lecture
STEPHANIE SYJUCO
Market Forces

New update posted on the blog!
The habit of calling a finished product a Design is convenient but wrong. **Design is what you do, not what you've done.**

Bruce Archer, The Guardian
de-sign  verb

etymology: Middle English, to outline, mean, from Anglo-French + Medieval Latin; Anglo-French designer to designate, from Medieval Latin designare, from Latin, to mark out, from de + signare to mark

date: 14th century

transitive verb

1: to create, fashion, execute, or construct according to plan: DEVISE, CONTRIVE

2a: to conceive and plan out in the mind <he designed the perfect crime> b: to have a purpose: INTEND <she designed to excel in her studies> c: to devise for a specific function or end <a book designed primarily as a college textbook>

4a: to make a drawing, pattern, or sketch of b: to draw the plans for <design a building>

intransitive verb

1: to conceive or execute a plan

2: to draw, lay out, or prepare a design

Design is about actions
design is what you do
What did YOU do?

How did you do your research?
Let’s *DO* something.
Now we need a working **METHOD**
Action:
act on a piece of paper +
each person needs seven sheets of paper.
do something with a piece of paper to make it stand.
do this four more times. each one must be different
choose the best one.
why is it best
make it better.
is it better? why?
act on one more
Lesson learned: design process
What is DESIGN PROCESS?
What is DESIGN PROCESS

1: Define the problem
2: create and consider many options
3: refine selected directions
3.5: repeat (optional)
4: pick the winner, execute
Reflection:

How does this differ from a typical management approach?

Refer to the reading for today
Lesson learned: design attitude vs decision attitude
Lesson learned: learning by doing
designers iterate
THINK 3X
Google’s 8 Pillars of Innovation:

_Strive for continual innovation, not instant perfection_

"Our iterative process often teaches us invaluable lessons. Watching users ‘in the wild’ as they use our products is the best way to find out what works, then we can act on that feedback….

Iterating has served us well.”

- Susan Wojcicki, Google's Senior Vice President of Advertising

From: http://www.google.com/think/articles/8-pillars-of-innovation.htmls
Lesson learned:
fail to succeed
Google’s 8 Pillars of Innovation:  

*Never fail to fail*

"It’s okay to fail as long as you learn from your mistakes and correct them fast. Trust me, we’ve failed plenty of times. Knowing that it’s okay to fail can free you up to take risks. And the tech industry is so dynamic that the moment you stop taking risks is the moment you get left behind."

- Susan Wojcicki, Google's Senior Vice President of Advertising

From: http://www.google.com/think/articles/8-pillars-of-innovation.htmls
"We love to invent. We love to pioneer. We even like going down alleys that turn out to be blind alleys," ... "Every once in a while those blind alleys turn into broad avenues. And that turns out to be lots of fun."

- Jeff Bezos, Amazon

From: Amazon announces new wave of Kindle
abstract > physical > hands on
Lesson learned: engagement +
work in the world
not in your head
work hands on
Go out.
Experience the situation.
Be the person.
Talk to people.
Listen.
Hear what the have to say.
Ethnographic research

“Data collection methods are meant to capture the "social meanings and ordinary activities" of people (informants) in "naturally occurring settings" ... 

The goal is to collect data in such a way that the researcher does not impose any of their own bias on the data.

Multiple methods of data collection may be employed to facilitate a relationship that allows for a more personal and in-depth portrait of the informants and their community. These can include participant observation, field notes, interviews, and surveys...

Secondary research and document analysis are also employed to provide insight into the research topic.”

— from wikipedia
PEOPLE matter.
“If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own.”

— Henry Ford
...you will need to understand the viewpoints of a full range of people... that you can avoid the trap of designing for yourself

Bill Moggridge / Designing Interactions / Process
Google’s 8 Pillars of Innovation:

*Look for ideas everywhere*

“...I want to hear ideas from everyone – and that includes our partners, advertisers and all of the people on my team. I also want to be a part of the conversations Googlers are having in the hallways.”

- Susan Wojcicki, Google's Senior Vice President of Advertising

From: http://www.google.com/think/articles/8-pillars-of-innovation.htmls
“We lost sight of the products from the consumer’s point of view”

Kazuhiro Tsuga, President
Panasonic Corporation
Reflection:

How do “hands on” and “points of view” apply to you?
Action:

analysis + synthesis
New BUSINESS THINKING
with DESIGN PROCESS
2 different ways of seeing the world
**analysis**: the separating of any material or abstract entity into its constituent elements (opposed to synthesis)

**synthesis**: the combining of the constituent elements of separate material or abstract entities into a single or unified entity (opposed to analysis)

- From http://dictionary.reference.com/
analysis: PULLS IT APART

synthesis: PUTS IT TOGETHER
process overview
Sharing your research
Analyzing your research
Understanding what the information tells you
Synthesizing information to gain insights
TOOLS
1. Tell your story
2. listen for meaning + take notes
2.5. isolate ideas
3. then put them on the wall
4. Look for patterns
5. identify key words.
Let’s begin.
Sharing Stories & RESEARCH
analysis

Tell stories about your key chain: where it is from, its history, what is on it ...

[2 min per person. USE ALL THE TIME YOU ARE GIVEN]
Post all of the notes on the wall. Move them around to form meaningful categories.

:s15 cluster
Identify key words.
Building on your key words, define the essence of a keychain:
“A keychain is ...”
Capture the CONTENT and DETAILS
Lesson learned:
From ordinary to extraordinary
Lesson learned: collaboration
100%
Do the math.
It’s better if you work together.
This is what collaboration looks like
Based on a design process, what is the 1\textsuperscript{st} thing we need to do for our PROJECT
What are ALTERNATIVE Economies and UNDERGROUND Markets?
How can BusinessDESIGN help us?
The right tools make the job easier
5 QUESTIONS
Questions lead to ANSWERS
DESIGN INQUIRY / 5 questions to answer:

1. **what** inspired you (good or bad)
2. **who** are the affected stakeholders
3. **what** are their **unmet needs** + why are they important
4. **what** is your **solution**
5. **what resources** do you need to create and sustain your solution
OBSERVATIONS > PEOPLE > NEEDS > IDEAS > REALITY
ALL THINGS ARE DELICATELY INTERCONNECTED
For NEXT WEEK
THINK visually.
“... human life is not grounded in precision, but in the grasping of connections, facts, relationships, links, analogies...”

— Otl Aicher
CHALLENGE project
From our CLIENT:

Stephanie's research and Amze's students’ output would be most benefited by getting more hard data, more quantitative #s and less anecdotal stories about the vendors and students themselves.

We'd like to continue focusing on products (not services) that are unlicensed, bootlegged, and/or untaxed items. Specifically things that do not come from "stores" and are not dealing with food trucks. We would like your students to be able to land on 5-6 products by the end of the month of October.

These might be sunglasses, hats, watches, perfumes, cigarettes, essential oils, books, etc.
ALTERNATIVE Economies
UNDERGROUND Markets

RESEARCH A SPECIFIC Underground market or Alternative Economy

Individually assemble a research portfolio of as much information as you can find on a product-centered market.

CONDUCT FIELD WORK
Take a minimum of 20 photographs
Record a minimum of 3 videos of 3 minutes each
Keep a journal of observations