MIS 5403
Fall 2014

Design Inquiry and Research

Week 3
The assignment

GRADING

I will return them at the end of class
What kind of RESEARCH did you do?
A team WORK session
PART 1

What are ALTERNATIVE Economies and UNDERGROUND Markets?
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
Each of you is an **EXPERT**.

[industry / market / competition / external environment]

**Now your team has to** KNOW what you know.
process overview
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 your research

Analyzing your research

Understanding what the information tells you

Synthesizing information to gain insights
Our goal is to **DISCOVER** the underlying patterns, structure, and common components of these systems.
Sharing project RESEARCH
Tell stories about the fieldwork and research you prepared for the project.

[4 min per person. USE ALL THE TIME YOU ARE GIVEN]
synthesis

Post all of the notes on the wall. Move them around to form meaningful categories.

:15 cluster
Identify key words.
Building on your key words and the content in each cluster, synthesize your information to construct 5 statements of key insights:

“An ALTERNATIVE ECONOMY is ...”
“An UNDERGROUND MARKET is ...”
“The main drivers for participation are...”
“The main components of the system are...”
“Their underlying structure is...”
“The tension between markets creates...”
“The RISKS and REWARDS are ...”
“How big is the market opportunity?”
Capture the **CONTENT** and **DETAILS**
As a team develop a research plan:

- Select a product/market to research.
- How will you approach the research?
- How will you find qualitative and quantitative data?
Assignment:

NEXT WEEK IS ABOUT PEOPLE

Individually interview at least 3 people (stakeholders) and write a 1-page narrative for each.
THESE ARE NOT FORMAL INTERVIEWS. THEY ARE CONVERSATIONS

TELL A STORY ABOUT THEM, THEIR MOTIVATIONS and THEIR NEEDS. Your goal is to learn about the secondhand cell phone market through their personal stories.

Read the samples on the course blog.
Understand the power of stories.

Look for very personal moments + insights people.
Let’s *dissect* an example from the class
“Joseph

Joseph (name has been changed) is 22 years old, and has been homeless since leaving his foster home at 19. He occasionally stays at St. Columba’s, a shelter in West Philadelphia, and spends a lot of his time at the Youth Health Empowerment Project in Center City, a drop in center for young adults. He sings in Suburban Station to make some money to supplement his disability and food stamps. Joseph has schizophrenia, major depression, and epilepsy. He finds it very challenging to interact with his peers due to his diagnoses, homelessness, and lack of education....”
“Joseph has difficulty connecting with his friends and social workers because he changes his phone number frequently. He has several phones, and uses them until he runs out of text messages, and then begins using another one. One of them is a free government issued phone, and several others are inexpensive pay-as-you-go plans. He also loses phones frequently. His belongings are often stolen in the shelter, and he loses his things often when sleeping on the street. His seizures and resulting confusion and memory loss also contribute to his frequently lost phones....”
“Phones can be expensive, and it can be difficult to replace them so frequently. Joseph continues to replace them though, because it is important for him to maintain his social network. He can find inexpensive used phones from “guys I know”, especially in and around Suburban Station. Joseph says that sometimes “I have stuff people want. So we do a trade.”, and states that he stole a phone “only once. But it was a good one and the guy locked me out.” He states “last week my social worker tried to call me, but the voice mail was in Spanish. So she knew it wasn’t legit. I heard it for that.....”
“Cell phones are a status symbol, even in the homeless community. More expensive phones can represent the level of skill required to obtain it, but Joseph says that the most important thing is having a way to keep in touch with his supports. “I don’t have a home, you know? I don’t have much. But I have people. If I can’t talk to them, then what do I have?”
Quickly clean up:

place all tools in your bins and return them to the stack.

return all other materials to supply tables