MIS 5403
Fall 2014

Design Inquiry and Research

Week 5
Peer progress assessments

I will send a composite team assessment VIA EMAIL
Project presentations
WEEK 6: 18 Nov /Alter 746

As a team you will present your preliminary project findings to the class and outside guests.

Feedback can be incorporated into your final report.
Outcomes / Deliverables: (Think of this as a Business Plan for selling your Product)

an overview of the market forces affecting global and local underground markets for your focus products
- size of markets
- biggest players (global/ local)
- competition (global/ local)
- risks
- opportunities

profiles of sellers and buyers (Your Personas)
- Who they are
- Their needs, motivators, drivers

visual and text-based representations of these markets and how they operate.
- include supply chain sourcing products to sell, product, information and money flows, marketing, sales process, purchase process

financial data
- Quantify the impact of these markets. Consider pricing, size of the market and an assessment of the business opportunity. Explain your methodology, sources, accuracy, assumptions and limitations
Last week:

You translated your interviews into personas and introduced us to your Personas + their Needs
Assignment: THIS WEEK IS ABOUT VISUALIZING A SYSTEM (through your persona's eyes)

Individually prepare a visual representation of how your PERSONA operates in this market and how the market works as a system. Include:
- market forces
- inputs and outputs
- how pricing is established
- supply chain and distribution
- a stakeholder’s experience.

Use Powerpoint to create your representation. You may use any [effective and relevant] animations or effects to communicate your idea – but you may only use 1 slide
**Library**

- Library material
- Website
- Delivery system

**Visitor to CPH (not hotel guest)**
- Increased visitors to the library
- User-generated recommendations
- All the information about Danish culture on the library website

**Hotel**

- Direct access to books, music and DVD's
- Personalised hotel experience

**Hotel Guest**

- Service
- Opportunity interaction
- $$$ potential business model

From http://www.servicedesigntools.org/sites/default/files/res_images/SYSTEM_MAP_03.jpg
This is the CONTEXT in which your persona OPERATES
Maps help to explore.
Maps document a journey.
This is an exploration
**Enter title (Name of your selected experience)**

**Constituent:** Define customer, student, employee segment or type.

**Research phase**
(Current state)
Audit the current state experience.
List channels, artifacts and/or activities in use today for each touchpoint.

**Become aware**
(Channels, artifacts and/or activities)

**Research/Educate**
- Entry

**Evaluate**
- Entry

**Decide**
- Entry

**Join/Purchase**
- Entry

**Interest**

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**Co-creation phase**
(Aspirational state)
Enter the impression you aspire for constituents to have at this touchpoint. How should they feel?

**Actions:** List ideas and actions to close gaps and achieve new future state.

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**Research phase**
(Current state)
In summary of research findings enter these for each touchpoint:

a. Overall impression: In a word or short phrase, how constituents feel (e.g. Assured, Confused).
b. Caption: What constituents would say is the strength or weakness (gap) in the experience. Written like a quote.

Copy and paste one emotive face to rate each touchpoint; overall, are constituents delighted, neutral, or disappointed?

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**Commit**

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A team WORK session
Developing mapping content + dimensions
Process review
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
analyze

Present your mappings to your team. Use them to tell a story. Share any new research you have done

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

Team members dissect them for content:
structure / sequence / dimensions / actors / artifacts / interactions / emotions
synthesis

Post all of the notes on the wall. Move them around to identify mapping dimensions and criteria. structure / sequence / dimensions / actors / artifacts / interactions / emotions

:15 cluster
Identify **key words**.
Building on your clusters and key words DEVELOP A MAPPING STRATEGY. WHAT DOES YOUR REPRESENTATION NEED TO INCLUDE?

List the dimensions / content criteria
Capture the **CONTENT** and **DETAILS**
As a team:

DRAW a team mapping of a your product market system for your persona.
As a team: DEVELOP A PRESENTATION STRATEGY.

How can you best tell the story of your PRODUCT and MARKET?

Consider Narrative, Role Play, other non-traditional experiential means.
Assignment:

Redo your mapping based upon your teamwork today

Create your presentation
Quickly clean up:

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

return all other materials to supply tables