MIS 5403
Fall 2014

Design
Inquiry
and
Research

Week 4

CD+i

Fox School of Business
TEMPLE UNIVERSITY®
Peer progress assessments
WEEKS 4

Use the TEMPLATE I Sent VIA EMAIL.
EMAIL your response to me by 5:00 Friday 11/7
From our CLIENT:

“... it would be helpful to Amze's printmaking students if your MBA class could gather visual images while they are researching: photos (either culled from online or taken themselves) of the products they are researching.

So a team looking at sunglasses could compile a visual dossier of what they look like, as well as how they are displayed or offered to the public. That way Amze's students could use this visual research to immediately start considering how they would design their products based on the display and what they look like.

The images could literally be copied from online sources. But it would be a good starting place so the printmakers won't worry about what they objects actually look like.
Assignment:

Visual Dossier of Products

I created a shared Google Drive folder: Visual Dossier of Products

There is a folder for each team. Please add images of the products you are researching, their display, anything relevant.
Assignment:

THIS WEEK IS ABOUT PEOPLE

Individually interview at least 3 people (stakeholders) and write a 1-page narrative for each.

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.
Look for very personal moments and important insights.
“Contrary to the common commuter, to Francis, the bus serves not as a part of an average day but as an occasional treat granting him the freedom to explore the city in which he operates. The fact that he cannot take this “trip” as often as he wishes makes the entire transit experience much more important in his life. One may conclude that the bus helps him to escape the trials of his everyday life, at least for a short while.”
“She admits that she tries to minimize her exposure to the bus shelter because it is not very accommodating and it makes her feel isolated. She describes the experience of sitting on the small wooden bench by herself while cars zoom past her at a high rate of speed. She jokes that it feels like every car speeds past mocking her misfortune of waiting for the bus in such miserable conditions.”
30 min
Distribute your interviews among members of your team.

Everyone will read 3 interviews. Make note of what captures your imagination. Look for personal wants and needs.

Discuss which are the most effective stories and WHY.

Select your best and turn it in for grading.
who are the affected stakeholders?
develop your persona / storyscape
Personas:

TOOLS for understanding and communicating USER behaviors, needs, desires, contexts
CREATING PERSONAS:

1. OBSERVE and TALK to people (your interviews)

2. Find a common set of behaviors or motivations to use as a basis (from your key words)

3. Give the persona a name/picture/basic demographic data

4. Then make them REAL

From SAFFER: Designing for Interaction

Age
Occupation
Location
Marital status
Children
Income
Education
Hobbies
Defining characteristics
A quote
LUKE SAMAJ
Age: 31 Years Old
Occupation: Watch Vendor
Subway & Ious
The system is his store,
Location: North Philly

5:00 AM Wake Up
5:45 AM Leave house & walks to bus stop
20 minute bus ride
6:15 AM Arrive at Subway
6:25 AM Subway arrives
10 minute subway ride
6:35 AM Arrives at Subway
Set up booth
7:00 AM Opens his watch shop

Now at City Hall
He sets up work shop
6:45 to 7:00

Subway
6:25 it arrives
10 min ride

Leaves out at 5:35 am
Very Tired
Waiting for bus

Subway
Waiting for bus
20 min
6:05 bus ride
Exit to enter the Subway

He sets up where
the most people
are gathered

Note: Luke
Karel

„I like measuring tool. Sometimes I measure circuit where I run“.

Karel likes cycling and running but he doesn’t use tourist maps because they look so chaotic. Web map use only for searching addresses.

Age: 29
Position: Fitness coach
Family: Married, one child
Fairly comfortable with technology; use laptop with mouse; 10 hours per week online Internet use: 100% at home

Favourite web map portal:
Mapy.cz

http://geoinformatics.fsw.cvut.cz/wiki/images/2/21/Developing_web_map_application_based_on_user_centered_design-persona.png
15min

1. Divide the team into 2 groups.
2. Each group should select a Persona to develop: Buyer or Seller
3. Create your personas
“A defining quote related to the domain of interest”

GENERAL DEMOGRAPHIC DATA

- Age
- Occupation
- Location
- Marital status
- Children
- Income
- Education
- Hobbies

DRIVERS

- Goals
- Needs
- Desires
- Frustrations
- Pain Points

Defining characteristics

Name
Role

Add a PHOTO
Introduce us to your Personas + their Needs
Assignment: NEXT WEEK IS ABOUT VISUALIZING A SYSTEM

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

Review the sample on the course blog.
From http://www.servicedesigntools.org/sites/default/files/res_images/SYSTEM_MAP_03.jpg