MIS 5403

SET UP THE ROOM

SIT WITH YOUR TEAMS

SUBMIT YOUR READING SUMMARY AT THE PODIUM
Your PROJECT
A CABINET OF CURIOSITIES

COLLECTIONS & COLLECTORS

RESEARCH A SPECIFIC type of COLLECTOR and COLLECTION

Individually assemble a research portfolio of as much information as you can find (primary and secondary sources) on a this market.

CONDUCT FIELD WORK and INTERVIEWS
Context:
Our client’s area of interest is in collectors and collecting. She is a serial entrepreneur interested in finding the best opportunity to launch a new business venture to serve collectors’ needs. She is interested in opening a “gallery” or serving as a “middle-man” or “representative” to distribute goods. For her, it is all about the BEST BUSINESS OPPORTUNITY. She is willing to consider any goods, including the illicit.

Problem:
The essential problem is to understand what drives collectors.
• What do they want and need?
• Which collectors represent the best market to serve – ranging from the connoisseur to the hoarder?
• How can you document consumers, markets and activities that are secretive and wish to remain UNDOCUMENTED?

You will research and analyze markets and assess the business opportunity. You will write a report/business plan documenting your findings, your recommendation and your proposed strategy for implementation.
Fieldwork + Ethnographic research
What kind of RESEARCH did you do?
How does this relate to “Design Research for Radical Innovation”
1. What are 3 key points you took from the assigned readings?

2. What are 3 ways you personally conducted research that were unexpected, uncomfortable, exciting or most unusual?

3. What are 3 things you discovered that surprised you?
Generative
evaluative
Predictive
TEAM SELECTIONS:
1. Comic Books and Comic Culture
2. Wine
3. *Magic the Gathering* collector cards
4. “Sneakerheads” and Sneaker Collecting
5. Comic Books
Each of you is an **EXPERT**. Now your team has to **KNOW** what you know.
How did you share your research last week?
Describe your PROCESS.
sharing research
observations + interviews
Sharing your research
Analyzing your research
Visualizing connections
Understanding what the information tells you
Synthesizing insights
Exercise:

analysis + synthesis
**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)

analysis: PULLS IT APART

synthesis: PUTS IT TOGETHER
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**.
Our goal is to **DISCOVER** the underlying patterns, structure, and needs
Let’s begin.
Sharing project RESEARCH
sharing observations + interviews

Use your photos, video and notes to share what you saw, heard, noticed, questioned...

:04 each
Cluster and look for patterns
Identify key words
0:20
CLUSTERS TO CONSIDER:

+ Collection Components
+ Actors
+ Actions
+ **Drivers:** Emotional / Operational / Functional / Cultural
+ Places / Locations
+ **MONEY / Pricing / Value**
+ Information
+ Needs
+ Risks
+ Other?
Questions your fundamental
ASSUMPTIONS
“Not surprisingly, disruptive ideas stand a small chance of ever seeing the light of day when they are evaluated with the screens and lenses a company uses to identify and shape sustaining innovations. Companies frustrated by an inability to create new growth shouldn’t conclude that they aren’t generating enough good ideas. The problem doesn’t lie in their creativity; it lies in their processes.”

From Christensen: *The Innovator’s Solution: Creating and Sustaining Successful Growth*

Quoted by Fulton Suri: *Informing our Intuition: Design Research for Radical Innovation*
“Processes that are good at instilling confidence when it comes to directions for incremental innovation can be inappropriately limiting and personally discouraging to more radical innovation efforts, in which many variables are unknown or unknowable.”

From Fulton Suri: *Informing our Intuition: Design Research for Radical Innovation*
What is the information TELLING you
Building on your key words, construct 5 meaningful INSIGHTS about the Collection and Collectors:

“A Collection is …”
“The Collector wants…”
“The seller needs…”
“The main components of the system are…”
“The challenges they face are…”
“The market opportunity is…”

“A hidden opportunity is…”

Also use this to develop a research strategy.
Lesson learned: collaboration
100%
Do the math.
It’s better if you work together.
This is what collaboration looks like
Lesson learned:
From ordinary to extraordinary
Lesson learned:
people matter
...you will need to understand the viewpoints of a full range of people... that you can avoid the trap of designing for yourself
“We lost sight of the products from the consumer’s point of view”

Kazuhiro Tsuga, President
Panasonic Corporation
Next week:

INTERVIEWS
ASSIGNMENT: INTERVIEWS

You must interview at least 3 people who represent stakeholders for your project.

You want to learn as much as you can about them and their personal relationship to the project domain of interest.

Write a 1-2 page (full page minimum) personal portrait telling their “story”. Provide details and insights into their personalities, choices, preferences, and personal intellectual and emotion drivers. This is a story – not a Q+A summary.

The interview assignments are opportunities to understand the relationship between PEOPLE and SITUATIONS. Your goal is to understand what people want and need. Successful interview assignments usually involve multiple interviews and several pages of transcribed conversation that are summarized and distilled into a meaningful narrative.

If your interview is very brief or cut short – I strongly suggest doing another until you have sufficient material.

DUE: 15 Sept.  LOOK AT SAMPLES OF “A-LEVEL” WORK ON THE COURSE BLOG
Let’s *dissect* an example
“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?”
ONE PAGE. A LOT OF INFORMATION.
Any questions – contact me

jamescm@temple.edu
Quickly clean up:

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

return all other materials to supply tables