MIS 5403

SET UP THE ROOM

SIT WITH YOUR TEAMS

HOLD YOUR ASSIGNMENTS UNTIL LATER
process REVIEW from last class
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**.
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*
Lesson learned: collaboration
20%  20%  20%  20%  20%  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

Bill Moggridge / Designing Interactions / Process
“We lost sight of the products from the consumer’s point of view”

Kazuhiro Tsuga, President
Panasonic Corporation
THIS week:

INTERVIEWS
Understand the power of stories.

Look for very personal moments + insights people.
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
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.

Read at least 3 interviews that are not your own. Make note of what captures your imagination. Look for personal wants and needs. WRITE YOUR COMMENTS ON THEM.

Discuss which are the most effective stories and WHY.

Select your BEST ONE and turn it in to be graded.
Now we need to relate the collectors market to these PEOPLE.
Who are the affected **stakeholders** and what are their **unmet needs**?

List the stakeholders for your particular project. Think of those that are obvious and hidden.
develop your persona / storyscape
Personas: TOOLS for understanding and communicating USER behaviors, needs, desires, contexts of use
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 & Bus**  
The system is his store.  
**Location:** North Philly

5:00 AM  Wake up
5:45 AM  Leave house & Walks to bus stop
30 minute bus ride
6:15 AM  Arrive & go to Subway
6:25 AM  Subway arrives
10 minute subway ride
6:35 AM  Arrives at suburban
7:00 AM  Opens his watch shop

- **Wake up 5:00 am**
- **Leaves out at 5:45 am**
- **the 3 bus stop 5:45**
- **Waiting for bus**
- **Bus ride**
- **20 min**
  - **6:05 bus ride**
  - **Exit to enter the subway**
- **Subway**
  - **6:25 it arrives**
  - **10 min ride**
- **Now at CityHall**
  - **6:35 to 7:00**
  - **He sets up work shop**
- **Now at Suburban**
  - **Get up both**
- **7:00 am**

- **He sets up where the most people are gathered**
- **Luke**

- **MAP**
- **Near**
- **Tired**
- **Taking the bus**
- **Exit**

- **Next**

- **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
1. Pick a pair of significant stakeholders (collector, buyer, seller, distributor, ...)
2. Divide the team into 2 groups.
3. Each group will select one Persona to develop
4. Create your personas
## GENERAL DEMOGRAPHIC DATA

<table>
<thead>
<tr>
<th>Age</th>
<th>Occupation</th>
<th>Location</th>
<th>Marital status</th>
<th>Children</th>
<th>Income</th>
<th>Education</th>
<th>Hobbies</th>
</tr>
</thead>
</table>

## DRIVERS

<table>
<thead>
<tr>
<th>Goals</th>
<th>Needs</th>
<th>Desires</th>
<th>Frustrations</th>
<th>Pain Points</th>
</tr>
</thead>
</table>

“A defining quote related to the domain of interest”

Name

Role

Defining characteristics
Each half of the team: present your Personas to each other.

Imagine a scenario of a typical MOMENT OF INTERACTION between your personas WITHIN THE CONTEXT OF THE PROBLEM DOMAIN. Write a brief NARRATIVE describing what happens.

What TENSIONS or CHALLENGES do they face?
As a team update your research plan:

- What do your Persona Interactions REVEAL about the market system?
- Are there opportunities here?
- What do you want to know more about?
- How will you approach the research?
- How will you find qualitative and quantitative data?
- Start thinking of your market as a SYSTEM
Any questions – contact me

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Quickly clean up:

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

return all other materials to supply tables