WELCOME TO
MIS 5403

SIT IN GROUPS OF 5

SUBMIT YOUR READING SUMMARY AT THE PODIUM
MIS 5403
Fall 2015

Design Inquiry and Research

Week 1

cD+i

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Office hours: Tu/Th 11:00-1:00 by appt.
How many of you have an iPhone?
Market share decline:

43% peak in 2010 < 1% in 2014

http://bgr.com/2013/10/30/blackberry-market-share-q3-2013/
http://en.wikipedia.org/wiki/BlackBerry_Ltd
What went wrong?
More to think about...
“A PwC Pulse Survey of 246 CEOs in North and South America, Europe, Asia Pacific, and the Middle East reveals that 97% of CEOs see innovation as a top priority for their business.”

From PWC 02-Jul-2013
http://press.pwc.com/global/innovation-a-top-priority-for-business/s/918ccaab-2d82-4889-bc41-9905b3a4b9ec
“...Accenture surveyed 519 companies across more than 12 industry sectors in France, Britain, and the U.S. ...
Almost all (93 percent) said the long-term success of their organization’s business strategy depends on their ability to innovate. Despite the importance they assign to this innovate-or-die business rationale, just 18 percent of CEOs say they’re seeing their investments in innovation pay off. At the same time, 46 percent of the executives surveyed said their company had become more risk averse when considering new breakthrough ideas, the study found.”

From Bloomberg Businessweek: By Bernhard Warner May 16, 2013
Our goal: SOLVE THIS PROBLEM
What is BusinessDesign?
Design is about actions.

design verb

etymology: Middle English, to outline, mean, from Anglo-French + Medieval Latin; Anglo-French designer to designate, from Medieval Latin designare, from Latin, to mark out, from de + signare to mark

date: 14th century

transitive verb

1: to create, fashion, execute, or construct according to plan: DEVISE, CONTRIVE

2a: to conceive and plan out in the mind <he designed the perfect crime> b: to have a purpose: INTEND <she designed to excel in her studies> c: to devise for a specific function or end <a book designed primarily as a college textbook>

4a: to make a drawing, pattern, or sketch of b: to draw the plans for <design a building>

intransitive verb

1: to conceive or execute a plan

2: to draw, lay out, or prepare a design
4 years ago the term didn’t exist.
Now it is everywhere.
"BUSINESS DESIGN is a human-centred approach to creative problem solving. It applies design methods and mindsets to business challenges. It can be effectively used to help better understand customers, create new experiences and design innovative business strategies and models.”

- Rotman School of Management

From https://www.rotman.utoronto.ca/FacultyAndResearch/EducationCentres/DesignWorks/AboutBD.aspx
The best of BOTH

BUSINESS + DESIGN
What COLOR is this?
Describe it.

45 / 38 / 36
30% Transparent
Exact
Replicable
Scalable

Descriptive
Relative
Sensory
YOU NEED BOTH
2 CRITERIA
Th1nk differently
Think with your mind and hands.
Get beyond the surface.
GO DEEPER.
Go out.
Experience the situation.
Be the person.
Look at things from multiple sides multiple scales
Talk to people. Listen.

Hear what the have to say.
WORK 2 different
DRAW + MAKE
draw *transitive verb*

Middle English *drawen, dragen*, from Old English *dragan*; akin to Old Norse *draga* to draw, drag

First Known Use: before 12th century

2: to cause to go in a certain direction

3 a: to bring by inducement or allure: **ATTRACT**

b: to bring in or gather from a specified group or area

c: **BRING ON, PROVOKE**

d: to bring out by way of response: **ELICIT**

5 a: to extract the essence from

b: **EVISCERATE**

From: http://www.merriam-webster.com/dictionary/draw
make

transitive verb

Middle English, from Old English *macian*; akin to Old High German *mahhōn* to prepare, make, Greek *magēnai* to be kneaded, Old Church Slavic *mazati* to anoint, smear

First Known Use: before 12th century

1b : to begin or seem to begin (an action) *<made to go>*

2a : to cause to happen to or be experienced by someone *<made trouble for us>*

b : to cause to exist, occur, or appear: CREATE *<make a disturbance>*

3a : to bring into being by forming, shaping, or altering material: FASHION *<make a dress>*

b : COMPOSE, WRITE *<make verses>*

c : to lay out and construct *<make a road>*

4: to frame or formulate in the mind *<make plans>*

5: to put together from components: CONSTITUTE *<houses made of stone>*

6b : to form and hold in the mind *<make no doubt of it>*

7b : to set in order *<make beds>*

9a : to cause to be or become *<made them happy> <makes it possible>*

From: http://www.merriam-webster.com/dictionary/make
Draw ideas.
Make change.
For your Fox MBA:

EXPERIENTIAL LEARNING
TEAMWORK
CASE STUDIES
EMC
For your professional life:

Managing uncertainty
Complex problem solving
Organizational/Institutional change
Process Improvement
Product + Service Development
Strategy
Preparation for a Changing World
Are any of you skeptics?
These are companies who could not see their world changing

In the last 10 years they failed, went through bankruptcy or became insignificant
LEHMAN BROTHERS
Who do **YOU** want to be?
Have you heard of
Kleiner Perkins
Caufield & Byers?
“I graduated from the GMBA program... and had the opportunity to participate in a few of your design workshops. I found the design workshop process to be a very effective means to generate creative solutions for all types of problems...

In my job as a pharmaceutical marketing consultant, we are working on a project in which we want to brainstorm and develop creative pilot programs, and I remembered your process for design workshop from school and thought this would be a good opportunity to apply it....I would love to share this experience with my colleagues and think it will help get us thinking in the right direction.”
Let’s BEGIN
team building
+
collaboration
Tell me about ROLES and the 10 Faces of Innovation

1. What are the key points from the reading?
2. How do these ideas apply to you personally or professionally?
“Innovation is all about people. It is about the roles people can play, the hats they can put on, the personas they can adopt.”

http://www.fastcompany.com/54102/10-faces-innovation

Learning personas:
Anthropologist / Experimenter / Cross-pollinator

Organizing personas:
Hurdler / Collaborator / Director

Building personas:
Experience Architect / Set Designer / Caregiver / Storyteller
ACTION: name cards + introductions

Make a card that stands.
Use any materials available
Include your name AND tell us about you
And....
What persona describes you?

Learning personas:
Anthropologist / Experimenter / Cross-pollinator

Organizing personas:
Hurdler / Collaborator / Director

Building personas:
Experience Architect / Set Designer / Caregiver / Storyteller

Or: explorer / analyst / people person / artist / puzzle solver / other...
James Moustafellos

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Entrepreneur

Architect
I am a **BUILDER**
Introduction:

table
Introduction: general
Lesson learned:
name card +
Know your team.
Build on strengths.
Details are important.
Use all available resources
Make tools.
course overview
+
 syllabus review
Method: LEARN BY DOING

1. Do something
2. Analysis + Lessons Learned
3. Reflections on value
Structure: TOPICS

Days 1-3. Intro + How to approach problem solving and conduct research.

Day 4. All you can do to understand a situation, its context and stakeholders

Day 5. Understanding a problem as a system

Day 6. Making sense of information

Day 7. Weaving your insights and findings into a compelling story
INDIVIDUAL Preparation:
- Essential research for your team projects
- Reading Summaries
- Fieldwork
- Photos
- Video
INDIVIDUAL Assignments:

- Essential skills [graded A-F]

- Interviews
- System mapping
TEAM Assignment:

- Project Report [graded P/PH]
Grading Breakdown:

- **Class preparation and participation** 25%
  - Weekly Reading Summaries (3)
  - Fieldwork Process documentation
  - 20 Fieldwork photos
  - 3 Fieldwork Videos

- **Individual interviews** 25%

- **Individual System Mapping** 25%

- **Team project report** 25%
AMBIGUITY requires SUPPORT

Talk/Meet with me. I can help you.
Things can change …

important information on

the course blog
Your PROJECT
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 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
For NEXT CLASS
Your research assignment
ASSIGNMENT PART 1: RESEARCH

You will conduct ethnographic research related to your project.

1. Go out and visit / observe / experience collectors and collector markets

2. You must take at least 20 different pictures of a situation relevant to your project domain of interest. Photos should present a range of perspectives from general overview images to very specific details and situational context.

3. Take at least 3 video clips of 3 minutes each.

Due in 2 weeks: 8 Sept
A PORTRAIT is defined as:
1: a picture
2: a sculptured figure
3: a graphic portrayal in words

Synonyms for PORTRAIT are:
definition, delineation, depiction,
picture, description, portraiture,
portrayal, rendering, sketch, vignette

Related Words are:
account, anecdote, chronicle,
narrative, report, story, tale, yarn;
demonstration, exemplification,
illustration; clarification, elucidation,
explanation, explication, exposition

From: http://www.merriam-webster.com/dictionary/portrait
This is a photo of two students at a track meet last year, they have since graduated, but were known as players in the second hand market.

Phones like this often caused adults and college aged students to purchase phones in the second hand market.

These are two of the students who took photos of themselves at school on stolen phones, then sold them and got caught.

This is Sewanhaka High School, home of the secondary market I looked into.

This is Manor Deli, home of the second hand cell phone market from Elmont, NY.

A prime source for goods at the high school. In my conversations I found out that last year a series of break ins with a crow bar happened at a different high school in the same district.
In an attempt to focus the research, I used yourdictionary.com’s definition.

Internet searches for "technology" and "technology definition" reveal a market with a wide degree of variability.

Example: Customer review ratings vs. qualitative commentary do not always follow the same trend. Dale Pulliam’s headline comment is "Excellent Privacy" yet he gave a 2 star review. Meanwhile, James Man’s headline of "Still needs a lot of improvements!" came with a 3 star review.

Example: LinkedIn and other social networks enabled me to make contact with folks willing to be interviewed and inform the primary research (dig deeper than secondary resources may allow).
GET TODAY'S PHONE PRICE. SEND IT IN BY OCTOBER 31ST!

SELL YOUR PHONE AND ELECTRONICS
Select your device and get an offer in just a few steps.

TRADE-IN FOR CASH
NO HASSLE
FREE SHIPPING
ASSIGNMENT PART 2: 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
Next week:

Assignment due:
Watch the video: The Deep Dive
Prepare a research progress report to present to your team:
1. What have you completed to date? Provide examples, evidence, photos.
2. What challenges have you faced?
3. What else are you planning to do and what new directions would you like to pursue?

In class exercise:
1. BOOK A BREAK ROOM [This is TEAM TIME. We will not meet as a class]
2. Review research done individually.
3. Discuss the field research methods shown in the IDEO video and presented in the reading and compare to your fieldwork methods. Carefully review HOW you each researched and WHERE you went.
4. As a team strategize what else you can each do to broaden the scope of knowledge and understanding about the project.

Write a team Research progress report. Email me the report at the end of class.
The right tools make the job easier.
5 QUESTIONS
Questions lead to ANSWERS
DESIGN INQUIRY / 5 questions to answer:

1. what inspired you (good or bad)
2. who are the affected stakeholders
3. what are their unmet needs + why are they important
4. what is your solution
5. what resources do you need to create and sustain your solution
OBSERVATIONS > PEOPLE > NEEDS > IDEAS > REALITY
DESIGN INQUIRY / 5 questions to answer:

1. **what** inspired you (good or bad)
2. **who** are the affected stakeholders
3. **what** are their **unmet needs** + why are they important
4. **what** is your **solution**
5. **what resources** do you need to create and sustain your solution
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