Design Inquiry & Research

QUALITATIVE ANALYSIS

Steve Sclarow | May 20, 2017 | MIS 5403 Sec 401
Design Thinking: An interactive, qualitative approach to problem solving

- Relevance to MBA Education
  - Complement and enhance your professional skillsets

- Design Thinking
  - Collaboration, Experimentation, Consensus Building, Listening and Innovation

- Communicating through Story Telling

- Communicating with Drawing

- Studio Class Environment
  - Learning through Constructive Criticism
Story Telling:

**The Personal Narrative Card**

- The Card must include your name.
- It must tell a visual story about you – something your team does not already know about you.
- Include a one - two word title. This describes you or a role you would like to play on your team.
- You must use multiple available materials.
- The Card must stand vertically.
Story Telling: 

The Personal Narrative Card – Key Takeaways

- You utilized your natural problem solving skills
- You improvised
- You communicated primarily through graphics
- Qualitative thinking (flexible, unstructured)
Story Telling:
The Personal Narrative Card - Key Takeaways

- Active Listening
- Thought Visually
- Working under Time Factor
- Used all your resources
- Details are provided in the story you told
Perception: 
Not everything is what it seems
Perception: Not every thing is what it seems
Perception: Think differently
Pepper Exercise:
Communicating through Drawing
Pepper Exercise: Communicating through Drawing

- Basic Concepts:
  - Plan
  - Section
  - Elevation
Studio Concepts:

Communicating through Drawing

- Scale: Ability to understand proportions visually
Studio Concepts: Communicating through concepts

- Context: immediate area surrounding an object
Studio Concepts: Communicating through Inspiration

Precedence: “Elements that are not copied but used as an inspiration to your design, an idea or guide to a method that you are wishing to employ in your scheme.”
Studio Concepts: Evolving Ideas
Communicating through Inspiration
Studio Concepts: Communicating through Diagrams

- Diagram/Analysis: simplify ideas about a particular concept. Tell a story
Reading Assignment Discussion

Key Takeaways - Part 1

- Story Telling Approach
  - Analogies
  - The Pitch
  - Personalize
- Design Attitude/Mindset
  - Seeking the best solutions
  - Ask fundamental questions
- Avoid the Devils Advocate
  - Encourage new ideas
  - Avoid idea wreckers
Reading Assignment Discussion

Key Takeaways - Formatting

- Review Formatting
  - Organization is critical
    - Paragraph vs. bulleted
- Ask Questions
  - If you are uncertain about the expectations, just ask
- QA/QC (lessons learned)
  - Be certain to spell check
  - Grammar
  - Did you submit the correct document?
Design Thinking:
Problem Seeking - Core Questions

1. Establish **Goals** (qualitative)
   - What do we want to achieve...Why?

2. Collect and Analyze **Facts** (quantitative)
   - What is this all about?

3. Uncover and Test **Concepts** (qualitative)
   - How do we achieve the goals
Design Thinking:

**Problem Seeking - 5 Step Process**

4. Determine **Needs** (quantitative)
   - What are the Cost, space, quality, time constraints?
   - **Distinguish needs from wants**

5. State the **Problem** (qualitative)
   - What are the significant conditions and general directions our concept should take?
Studio Concepts:

The Whole Problem - 4 Considerations

Function
- People
- Activities
- Relationships

Economy
- Initial budget
- Operating costs
- Life cycle costs

Time
- Change
- Growth
- Schedule

Form
- Site
- Environment
- Quality

Team Project: The Pope Returns to Philadelphia

- Your consultant team must solve a problem caused by the pope's visit.
Team Project: The Pope Returns to Philadelphia

Your consultant team must solve a problem caused by the pope’s visit.

Establish Goals
- What is your value proposition?

Collect & Analyze Facts
- Human Capital
- What are the barriers
- Key Success Factors/Failures

Uncover & Test Concepts

Determine Needs

State the Problem
Team Project:
The Pope Returns to Philadelphia

Topics to choose from:
- Homeless - Team _
- Attendance projections - Team _
- Security - Team 7
- Food (guests/vendors inside the boundary) - Team 2
- Communication (local/national) - Team 3
- Local Restaurants (food service industry) - Team 5
- Lodging - Team 6
- Transportation/Parking - Team 1
- Medical - Team 4
Team Project: The Pope Returns to Philadelphia

Presentation Minimum Requirements

- 8 minute Presentations (they will be timed and you will be cut off)
  - Everyone must present (speak)
- 2 minute Q & A / Class feedback to follow
- Include your team name and team members on title slide
- Utilize tools from the 5 step process
  - Order of 5 steps may change depending on your project
Team Project: The Pope Returns

Presentations

8 minutes max - everyone must present

- Team 7
- Team 6
- Team 5
- Team 4
- Team 3
- Team 2
- Team 1
Team Project: Class Discussion

The Pope Returns to Philadelphia

What did we Learn?

- Succinct Presentations
- Utilizing the 5 Steps to understand the problem
Team Project: Fast Casual Dining

**Design Thinking Approach**

**The Good the Bad and the Ugly:**

- Understanding how and why design decisions were made?
- What is the impact on the end user, or in this case the customer?
- How is understanding Design Thinking critical to creating innovation?
Team Project: Fast Casual Dining

Compare and Contrast 2 Venues

- Uncover and Test Concepts:
  - Delve into the abstract ideas that function as existing solutions to your venues performance problems and successes.
  - Determine what works and what doesn’t
    - Understand why?
    - Don’t solve the problems, just identify them.
  - What are the key organizational & programmatic elements of each venue?
Team Project: Fast Casual Dining

Compare and Contrast 2 Venues

Choose from the following:

- Panera Bread + Corner Bakery (Team 3)
- Panera Bread + Pot Belly (Team _)
- Shake Shack + Five Guys (or Bobby Burger) (Team 4)
- Chipotle + Qdoba (Team 1)
- Chipotle + Moe’s (Team 7)
- Buena Unda + Revolution Taco (for city dwellers) (Team 2)
- Firehouse Subs + Potbelly (Team _)
- Honey Grow + Sweetgreen (or Crisp Kitchen for city dwellers) (Team _)
- Starbucks + La Colombe (Team 6)
- & Pizza + Snap Pizza) (Team 5)
- Naf Naf Grill + Zoës Kitchen (Team _)
Team Project: Fast Casual Dining

Design Thinking Approach

- The Good the Bad and the Ugly:
  - Business Overview:
    - What are their mission statements?
    - Who are their core market and how are their needs met (Personas)
  - Location
  - Consumer Profiles
  - Programmatic Elements (similarities and differences)
  - Conduct Interviews
  - Take Photos
  - Tell each venue’s Story
  - Define the experience
Personas: Ethnographic Research
Tool for understanding & communicating

- Observe and Talk to people
- Identify common behaviors, needs & desires
- Give the Persona(s) a name/picture/bio
- Make them Real
### General Demographic Data

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

### Drivers

- Goals
- Needs
- Desires
- Frustrations
- Pain Points

"A defining quote related to the domain of interest"
Team Project: Fast Casual Dining

Compare and Contrast 2 Venues

- Concepts to consider:
  - Priority
  - Hierarchy
  - Character
  - Density
  - Service Grouping
  - Activity Grouping
  - People Grouping
  - Relationships
  - Communications
  - Neighbors
  - Accessibility
  - Flow
  - Flexibility
  - Safety
  - Security
  - Energy Conservation
  - Cost
Team Project: Fast Casual Dining

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Team Project: Fast Casual Dining

Concepts to Consider

- **Priority**
  - What design aspects does your venue place a higher value on?

- **Hierarchy**
  - What is the organizational structure of the space?
  - Do certain elements appear to be more important? Why?

- **Character**
  - What is the image projected by your venue?

- **Density**
  - How is the size (SF) utilized? How compressed does it feel?
  - Low | Medium | High

- **Service Grouping**
  - Are services centralized or decentralized
Team Project: Fast Casual Dining

Concepts to Consider

- **Activity Grouping**
  - Are activities integrated or compartmentalized?
  - Do the activities promote interaction?

- **People Grouping**
  - What is the social environment?
    - Small | Medium | Large
    - Influences functional organization of the venue

- **Relationships**
  - Interrelation of Public Spaces
  - How is the environment effectively serving the Personas?

- **Communications**
  - Is information effectively being conveyed?
Team Project: Fast Casual Dining

**Concepts to Consider**

- **Neighbors**
  - Is there a relationship to adjacent venues?

- **Accessibility**
  - Wayfinding
  - Is it clear where to enter/exit?

- **Flow**
  - What are the patrons traffic patterns?

- **Flexibility**
  - Are there opportunities for expansion, convertibility, versatility?
Team Project: Fast Casual Dining

Concepts to Consider

- **Safety**
  - What safety precautions are taken?
- **Security**
  - Protection of property and movement of personnel
- **Energy Conservation**
  - Sustainability, is this important? If so, how is it implemented
- **Cost**
  - Economy of ideas
  - How does the design/concept work within the budget.
End of Session # 01

Have A Great Weekend!

- Our next class is June 3rd

- Allow plenty of time to complete your ethnographic research
Citations


“Informing our Intuition: Design Research for Radical Innovation”

http://www.fastcompany.com/3033567/agendas/brainstorming-doesnt-work-try-this-technique-instead

“7 Tips on Better Brainstorming”
https://openideo.com/blog/seven-tips-on-better-brainstorming