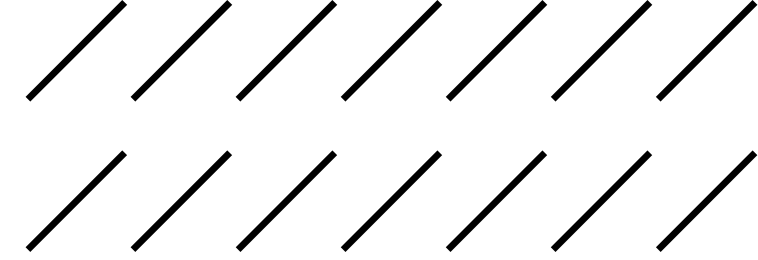


CHOOSING CASE STUDIES

AGENDA

- 01 Problem Definition
- 02 Target User Definition
- 03 Key Feature Definition
- 04 Case Study Selection
- 05 Linking to Next Weeks



section 1

PROBLEM DEFINITION

1.1. Defining the Problem

The case studies provided have a “target problem” section that might have multiple problems. It is important to clarify your scope of problems to solve. For example, if a website struggles with user retention and low purchases, clarify whether you will solve both problems or one of them.

Activity

For each case study you can choose from, look at the Target Problem section. Write 1-3 sentences defining the problem you would focus on.



Problem X

section 2

TARGET USER DEFINITION

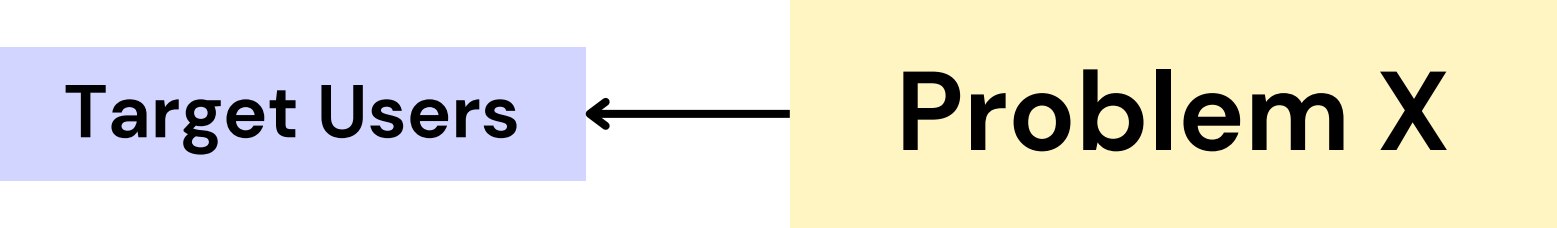
2.1. DEFINING THE USERS

Understanding the target users helps answering questions like: why is this problem important? What should the solution look like for each target user to make it usable? For example, why would a new user of a retail website care about the time they spend on the website and their overall user experience?

Activity

- For each given case study, look at the target users section
- For each user, brainstorm and research answers to the above questions.





section 3

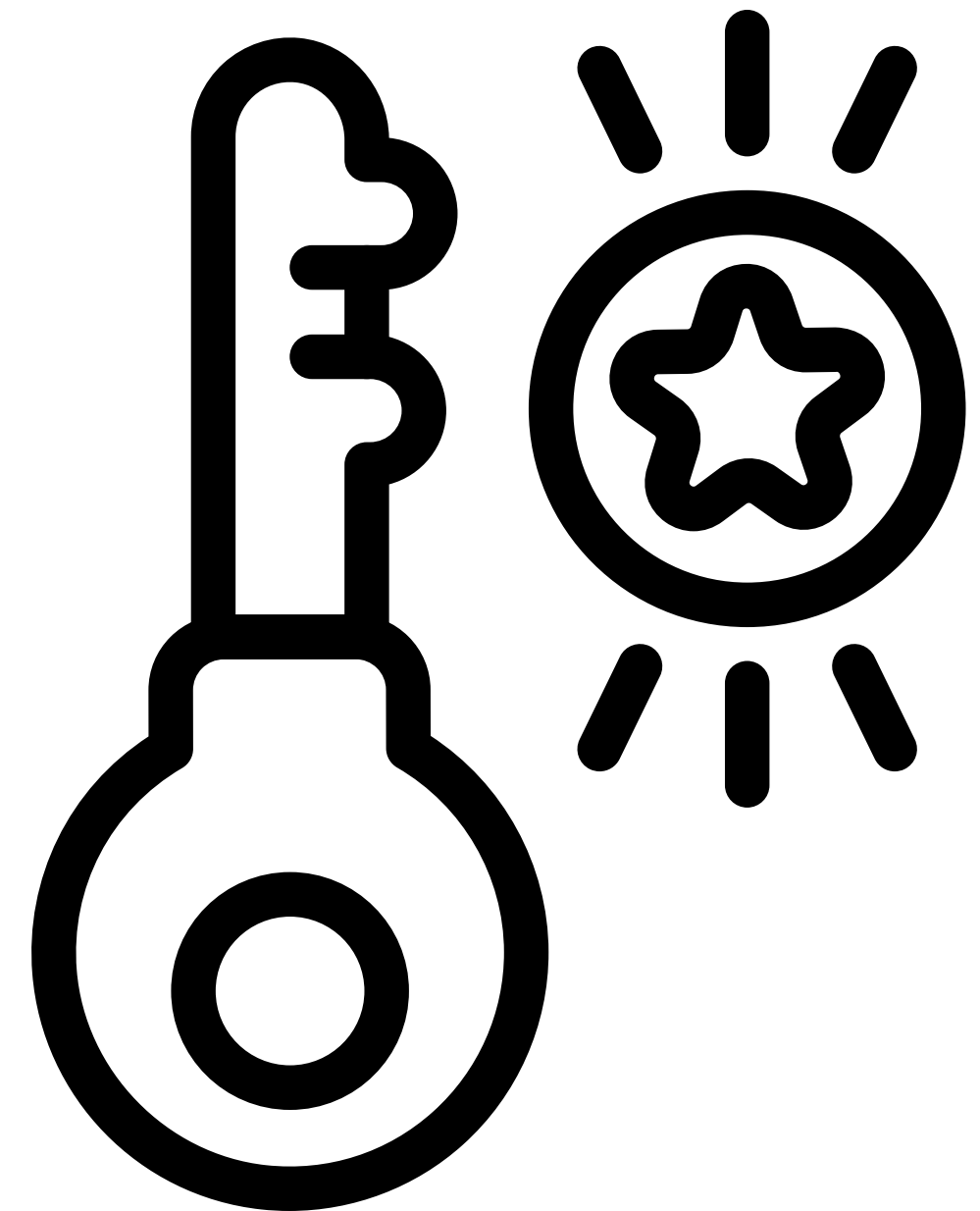
KEY FEATURE DEFINITION

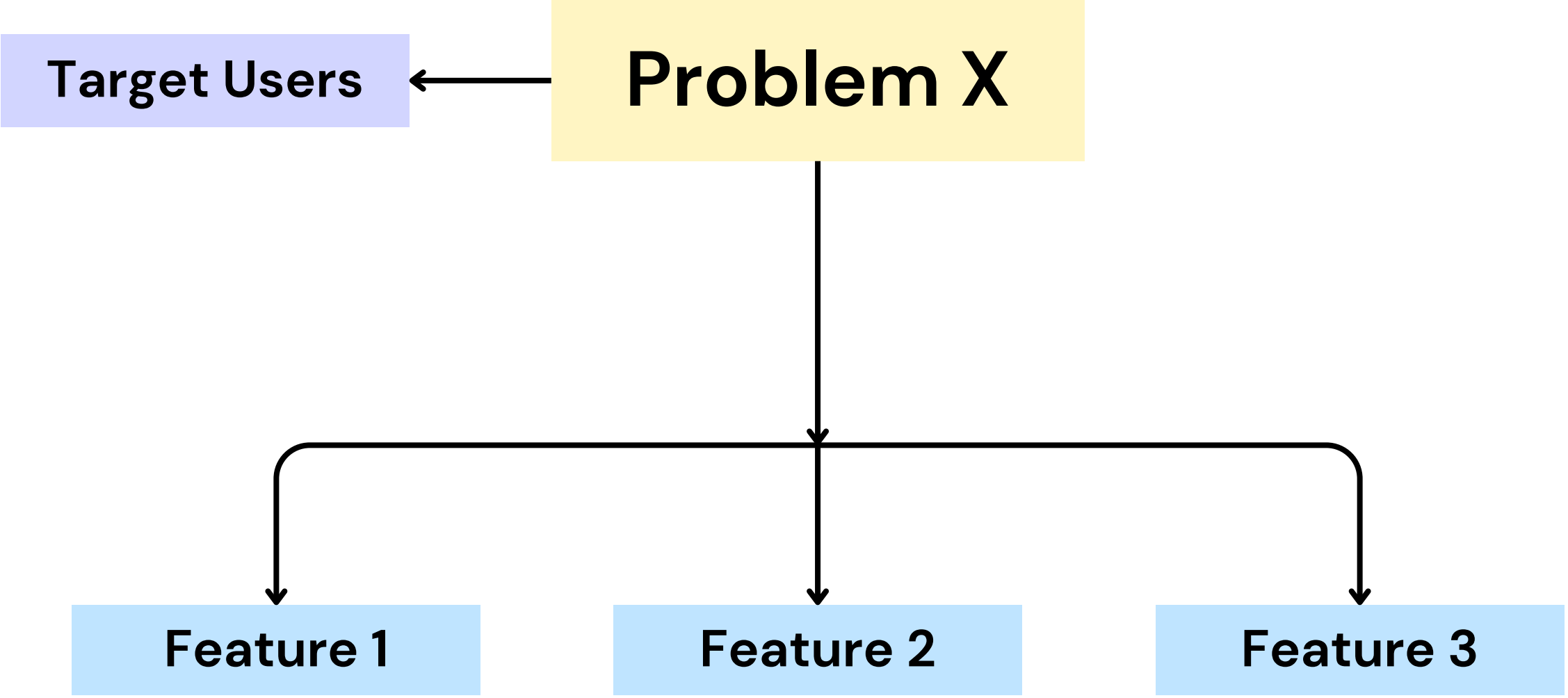
3.1. Defining Key Features

The concerns of target users determine the key features of your solution. A feature is something the system does/allows the user to do (e.g., creating an account, posting a comment, generating a model).

Activity

- Brainstorm 3-5 key features for target users in each given case study.
- Rank the features from most to least important to the target user.





section 4

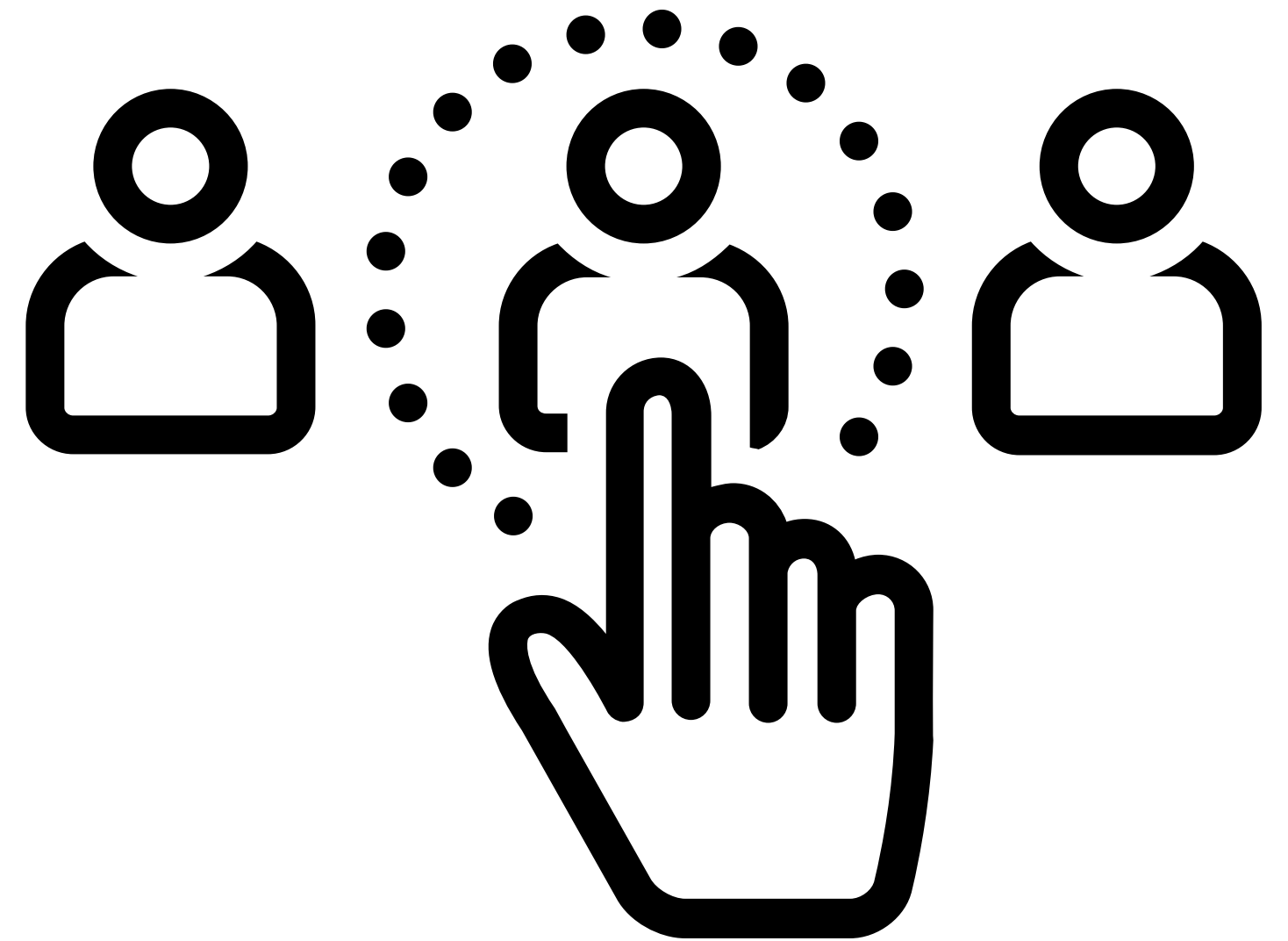
CASE STUDY SELECTION

4.1. Selecting Case Study

The case study you use will be your main focus for all the deliverables of this module. It is therefore important that you enjoy working on it :)

Activity

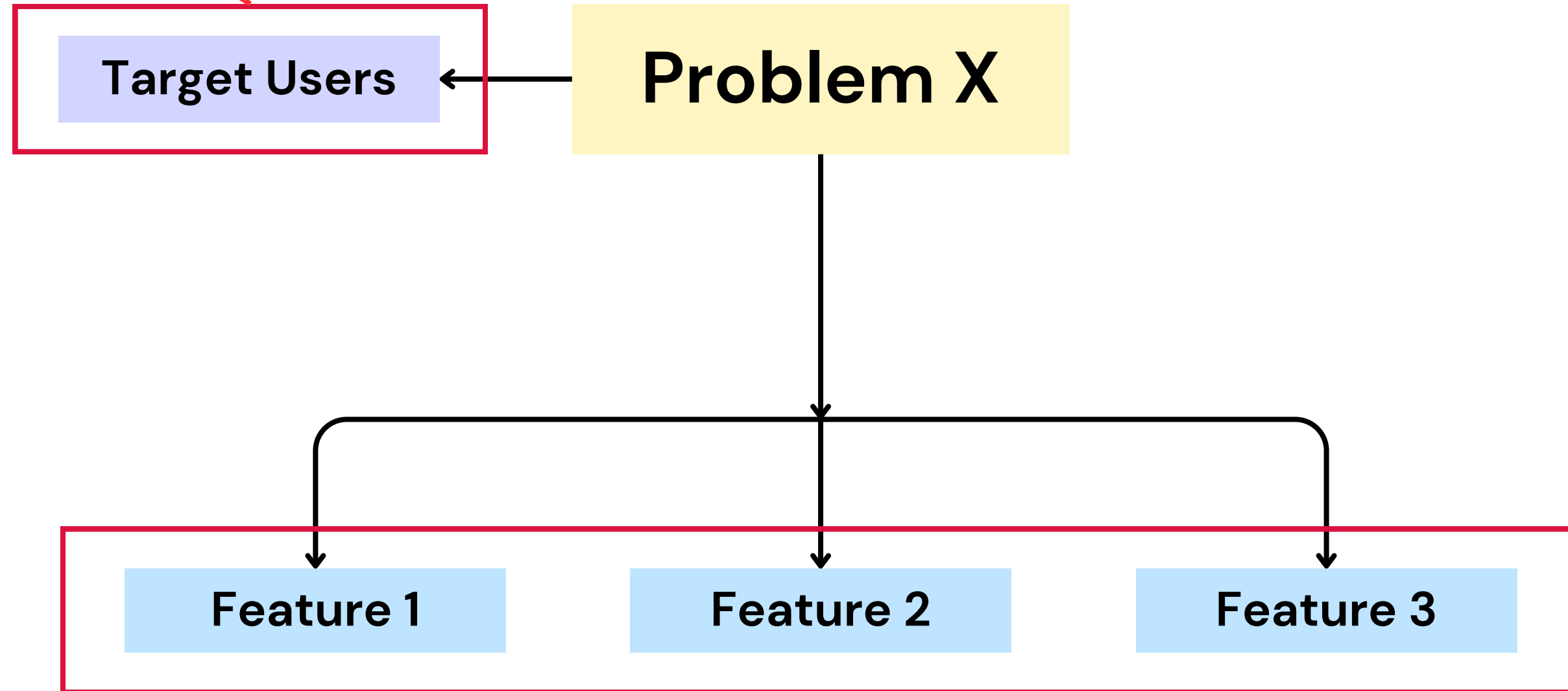
- Reflect on the activities so far:
 - Which problem is clearest to you?
 - Which target user do you relate to most?
 - Which key features have scope to innovate?
- Choose the highest scoring case study.



section 5

LINKING TO NEXT WEEKS

Use Cases



Ethics and Requirements

Thank You!

ANONYMOUS FEEDBACK

