

## Homework for Fall 2015 IPRO 397\_100 Digital service design

Date given: October 1

Date due: October 8

This is a TEAM assignment to be completed over the week and will be shared with the faculty on October 8.

### Assignment 1: Competitive Analysis

If you have questions check the slides on iGroups file name Slides Week 6 (competitive analysis).pptx

- ① *Start with category specific websites (e.g. Zappos for shoes).*
- ② *Scan social media, look for consumer reviews to help determine benefits and challenges.*
- ③ *Give yourself a time limit – if you can't find it in an hour it probably does not exist or you are not very good at searching the internet.*
- ④ *When possible, go to a store and observe the category.*
- ⑤ *Find publications that cover the category (Beauty magazines for nail clippers) – they often have good category overviews.*
- ⑥ *Break up the work, assign a different type of competitor to individual team members. Be sure to share your progress often.*
- ⑦ *Brainstorm ideas for how you might fill the gaps in the market.*
- ⑧ **Upload to iGroups:** 1. Your competitive analysis spreadsheet, 2. a picture of your brainstorming session and 3. A list of your 5-10 favorite ideas to your team folder before next class (October 8) Please use the name "competitive analysis + (teamname)".

### Assignment 2: Paper Prototyping

If you have any questions check the video in the link:

[https://drive.google.com/a/id.iit.edu/file/d/0B3\\_sat4t7wHudIRPWDVmRVZ3azQ/view?ts=5603e0b8](https://drive.google.com/a/id.iit.edu/file/d/0B3_sat4t7wHudIRPWDVmRVZ3azQ/view?ts=5603e0b8)

*Be ready to share your paper prototyping next class. Be sure to have enough steps/features that someone using it for the first time can give you enough feedback.*