

# Assignment 1

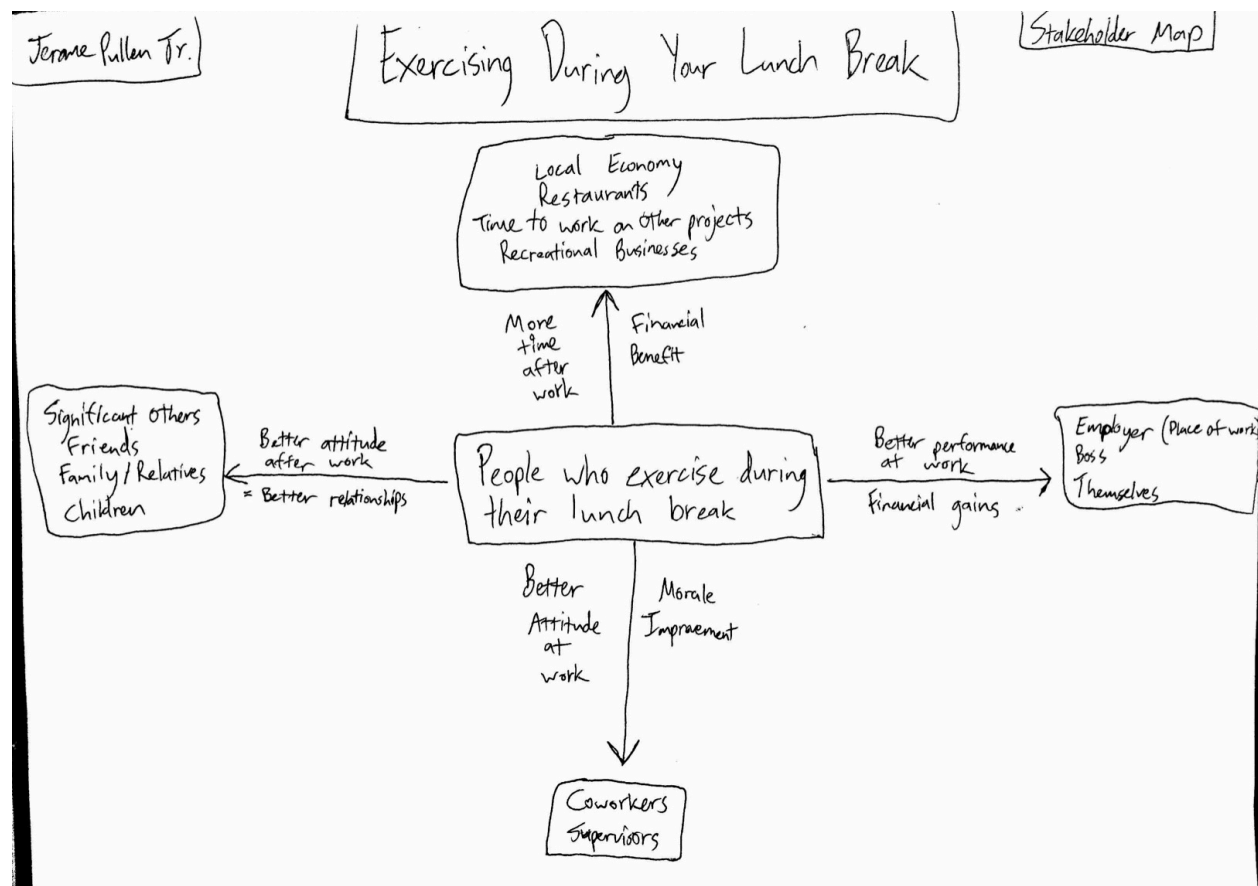
## Set Up

Pick a particular area of physical exercise that you care about. Perhaps it's exercising as a family, spending time outdoors, or walking to work.

## Creating a Stakeholder Map

List all of the people who gain or deliver value in a particular experience related to the area of physical exercise that you've picked. Aim for generating between 5-10 stakeholders and the relationships between each stakeholder. In some cases, there may be a strong relationship between the stakeholders in others there may only be a limited relationship. The absence of a relationship may reveal an exciting opportunity to create value.

## My Submission:



## **Generating the Questions**

*Next, generate all of the questions you have about the domain of physical exercise that you've identified. Remember to take the attitude of a novice. Imagine you know nothing about this particular domain. Generate at least 20 questions. What questions do you have about what people think, feel, do, and say about physical exercise? I offer a few to get you started: Where does physical exercise take place? What are the activities people do to get ready to exercise? What do they do while exercising? What do they need to clean up after exercising? What technologies may help in this challenge area? What technologies do people already value and why? What do they struggle with and why? What are all of the other activities happening their lives simultaneously that makes exercise easier or harder to do? And with whom, if anyone, do they exercise?*

## **My Submission:**

1. What does exercising during your lunch break mean to you?
2. Is there anything that prevents you from exercising during your lunch break?
3. What would encourage you to exercise more during your lunch break?
4. What technologies may help with exercising during your lunch break?
5. What technologies do you already value for exercising during your lunch break and why?
6. Is there a benefit to you when you exercise on your lunch break?
7. Is there a downside to exercising on your lunch break?
8. Where does physical exercise take place during your lunch break?
9. What are the activities you do to get ready to exercise during your lunch break?
10. What do you do while exercising during your lunch break?
11. Do you have any short term goals for exercising during your lunch break?
12. Do you have any long term goals for exercising during your lunch break?
13. What do you struggle with during exercising on your lunch break and why?
14. What are all of the other activities happening your life simultaneously that makes exercise easier or harder to do during your lunch break?
15. Do you exercise with anyone else during your lunch break?
16. What other activities may interrupt exercise during your lunch break?
17. Is there a specific type of exercise that works best for you during your lunch break?
18. Is there anything that would help you engage in exercise more often during your lunch break?

19. Do you feel you have enough energy to exercise during your lunch break?
20. Do you feel there is an adequate amount of time to exercise during your lunch break?
21. Do you need to clean yourself up after exercising during your lunch break?
22. How do you clean yourself up after exercising during your lunch break?

### **Conducting the Intercept Interviews**

Consider a public place where, you'll be able to easily speak with 5 people for 1-5 minutes each. Choose one question that you'll be able to ask of each of the five people. Approach each person, introduce yourself and explain the goal of asking your question. You may be a bit nervous about approaching strangers, but I've consistently found that if you introduce yourself as a student, this puts both the interviewee and yourself more at ease. Most people have been students at one point in time and are generally very supportive of students who want to learn. People also tend to be more generous with their time if they are waiting and aren't trying to get somewhere.

When interviewing people, demonstrate genuine curiosity in their answer by taking notes in your notebook. Be prepared to follow up by asking why they do what they do so that you can make a connection between what they say they do, feel, say, and think and the meaning behind it.

A great way to start an intercept interview is by asking the person to describe the last time they engaged in physical exercise. By thinking about a specific experience, people are often more able to remember specific details. Wrap up the intercept interview by asking the person if they have any remaining thoughts and then thanking the person for their time.

### **Summarizing your Intercept Interviews**

Write a short paragraph summarizing the 5 different people you interviewed and the similarities and differences in the response to your questions. Be sure to start the summary with the single question upon which you focused on, the location of your intercept, and brief descriptions of the different people with whom you talked. In most cases, you may just be able to report gender and approximate age which is fine.

### **My Submission:**

To conduct the interviews I went to the YMCA Gym at 12:00PM to see if people were there to exercise during their lunch breaks. After they told me that they were there to exercise during their lunch break I then asked them: "What does exercising during your lunch break mean to you?"

Here is a summarization of the responses of the 5 people I interviewed:

1. Male, age: mid-40s: "It means that I can have freedom after work to be able to do other things."

2. Male, age: mid-30s: "I don't know, I guess that I need a break from sitting at my desk all day so it helps with that."
3. Woman, age: mid-20s: "It gives my mind a break from all the craziness at my job haha."
4. Male, age: mid-20s: "It keeps my energy up otherwise I get tired in the afternoon."
5. Woman, age: mid-50s: "For me, it means that I have a sense of control over my day and helps me feel refreshed."

### **Writing a Short Reflection**

*Write a short paragraph reflecting on your experience of generating a list of questions, creating a stakeholder map, and conducting intercept interviews. What did you learn about generating your list of questions? What did you learn about thinking about all of the people involved in a service? And what did you learn about the process of conducting intercept interviews? What would you do differently next time?*

### **My Submission:**

I realized after generating the list of questions how many potential aspects there are to exercising during one's lunch break. There are so many different contributing factors that influence someone's decision to do anything when you think about it. It helped me break down a single concept into many different new ideas that could stem from it. Creating the stakeholder map also made me think about how many people are impacted by one decision that someone may or may not do. As far as interviewing, I was definitely nervous at first but after the first couple of people I was a lot more relaxed and it was much easier to approach new people. I learned that there was a better chance of getting an interview with someone who had a slower pace of walking around rather than someone who was in a hurry. Next time I would target more people who are not in a hurried pace and would most likely not be as nervous to approach them.