

Grand Challenges for Engineering (ASU - FSE150 and UNSW - ENGG1200)

Assignment of Cross-Cultural Exercise

Topic: An extraordinary description of an ordinary day on campus

Deadline:

The presentation materials are due two hours before class begins on March 29th (30th for UNSW)

Description:

Innovators must be able to "think hard" about what their customers do on a daily basis. This requires "thinking beyond the surface" to reveal how, and in what ways, do customers do "what" they do that makes it functionally and culturally distinctive. Such "ethnographic eyes" enable one to see things from the point of view of others, not from his/her own, and make the ordinary extraordinary. This is important for innovators seeking to reveal hidden demands and discover a new meaning of the "thing" to be innovated for customers.

This assignment asks members of identical culture backgrounds (i.e., UNSW and ASU) to work together to examine, represent, and explain in details what a typical student does during an ordinary day on their own campus. The goal is to help you understand how common tasks, processes or practices are undertaken differently across various cultural contexts. Through this assignment you will see how "small things" of everyday life may be important to consider across cultures, and how contrasting tasks/processes/practices across cultures makes visible often invisible aspects of things. Through this exercise, you can sharpen your skill of using ethnographic approach to solicit customer voices, which can be used to facilitate your "Future Solution" project.

Organization:

Two teams of equal size will be formed from each university. In other words, this global class is divided into four teams: two UNSW teams (UNSW Team A and UNSW Team B) and two ASU teams (ASU Team A and ASU Team B). Each team is composed of students from the same university. Students of the same team will work together discuss, prepare, and engage in this exercise.

Preparation:

For this assignment, you will have two main tasks: (1) Watch each of the 4 mini-movies provided (see video links below) and (2) Prepare a 15 minute Presentation (10 minutes content, 5 minutes leading discussion) about the similarities and differences between campus activities

at the two universities as demonstrated in the 4 mini-movies. The mini-movies were created by teams of former students of this course.

Video links:

ASU 1: <https://youtu.be/3VkYSofZeMI>

ASU 2: https://youtu.be/OapqdpG_PKk

UNSW 1: https://youtu.be/2gzZMGN_Nfw

UNSW 2: <https://youtu.be/wU2EWBqL8KQ>

Mini-movie Context: *The following two paragraphs describe the focus and content of the mini-movies, in general. These are the instructions that were given to the students who created the mini-movies.*

Try to observe and uncover daily activities of a typical student (such as yourself) on your campus, in order to reconstruct your ordinary day from waking to sleeping, or from the time you leave for campus to the time you leave campus. Describe how you prepare for campus activities and artifacts that you take with you or use on campus (e.g., bags, brief cases, books, project work, writing materials, lunches, umbrellas, etc.). Record your everyday activities (e.g., parking a car, motorcycle or bike; going to class; choosing where to sit in your classrooms; meeting with friends; eating lunch; having tea/coffee/snack, studying in the library, etc.). Estimate the amount of time spent in each activity, describe the location and surroundings, trace who you worked/talked/sat with, and describe what you accomplished/did in each activity. Pay attention to formal and informal activities and collect or record any official assignments given to you.

Due to the time limit of this exercise, you don't have to be exhaustive in your coverage of activities in their entirety. You can choose to focus only on a segment of your day on campus, so that your descriptions can be very comprehensive. Optionally, you can also focus only on a particular aspect of campus life (e.g., how you use various technologies on campus from waking to sleeping). For your descriptions of events to be understandable, you should try to make visible cultural and social actions and configurations. The two teams from the same university should coordinate with each other to focus on different kinds of student activities on campus.

Deliverable:

Each team is required to prepare

- A 15-minute presentation of similarities and differences of campus activities between the two universities, which were demonstrated in the above four mini-movies. The presentation should include 10 minutes of content presentation and 5 minutes of context discussion led by the team. For the discussion, your team should develop a list of questions to incite further discussion of the topic (cultural differences/similarities).

Exercise:

The exercise is scheduled on March 30th (on March 29th at ASU). Before the exercise, the class will be asked to watch four mini-movies produced by former students of this class teams and prepare a presentation of their observations. Each team will have 15 minutes to present its findings, reflections, and observations of the similarities and differences between the two universities, with respect to student's daily lives, which are demonstrated by the four mini-movies. The 15-minute presentation should contain 10 minute content presentation and 5 minutes context discussions.

Grading:

The presentation will be evaluated based on the following elements:

- Quality and depth of the similarity and difference revealed.
- Ability to effectively solicit feedback and ideas from the other universities.
- Quality of presentation materials and delivery of the presentation.