

OCSE activity - Team P04

Members who have participated to the OCSE activity (everyone):

- *Marino Diego*
- *Cannarella Alessandro*
- *Cavallo Simone*
- *Gourlet Katell*
- *Lanfranco Dario*
- *Acquaro Claudio*
- *Lisciandrello Mattia*

STEP A: envision

A1. Creating a list of the system's direct stakeholders. For each stakeholder role, note at least one concern specific to that role.

1. Clients => want to eat local and healthy food
2. Farmers => want to sell his products [to people instead of big businesses, (making more profit)]
3. Shop's employees (also warehouse employees) => want to satisfy the clients and farmers in a more efficient way
4. Director => want his company to work in an optimal way

A2. Generate a list of 3-5 indirect stakeholders. For each indirect stakeholder role, note at least one concern specific to that role.

- Food-related businesses (others farmers not using the website, big supermarkets, etc.) in the area => business competition
- Farm employees => if the website is profitable, it may impact work effort and/or quality of work/work conditions
- Other local businesses or small shops => less traffic near the shops

STEP B: speculate

B1. Generate a list of as many potentially implicated values as possible in five minutes. Then briefly discuss each of the values on your list.

- **Efficiency / simplicity** : can book at home and collect everything at the same time and area (or be delivered)
- **Local community welfare**: promoting local businesses instead of big corporations
- **Environmental sustainability**: buy local is more ecological
- **High quality** : buy better, local products (healthier)

- **Profitability** : can sell directly to the customer
- **Flexibility** : have the possibility to confirm order, so if their were wrong about their estimation is not an issue; more time to work because don't need to be in charge of the selling part

B2. Investigate a **value**. Write a brief (1-2 sentences) definition of that value related to the system. Identify any substantive differences in team members perceptions, if any.

- **Local community welfare**: promoting local businesses instead of big corporations

STEP C: explore

C1. Designate three primary values the system supports

- **Local community welfare**
- **Environmental sustainability**
- **High quality**

C2. Explore/brainstorm three value tensions that your system may engage. For each value tension, identify one or more design features that favors one of the values over the others.

1. *Local community welfare* ⇒ conflicts may arise between farmers due to competition, they may keep trying to undercut each others
2. *Environmental sustainability* ⇒ less profitability for the farmer because it costs more to produce products with higher standards
3. *High quality* ⇒ **Economical** (higher prices) ⇒ it may reduce availability for poorer groups

STEP D: adapt

D1. How would you change the system to mitigate value tensions? Describe analytically the changes.

1. We could introduce a minimum price for each type of product to avoid excessive undercutting.
2. - - -
3. We could introduce a system to distribute unretrieved orders to people who can't afford to buy our products

STEP E: a look into the future

E1. Check the assigned envisioning card (see Dropbox folder) and follow the activity

“THE LONG NOW

Your children. Your children's children. Growing up, interacting with, adapting to, and adapting the

technology you are working with now.

How might generations who come of age with this technology appropriate it for their own purposes?

→ *Envision a 50-year old who has interacted with the technology over a life time. Sketch a series of snapshots at five-year intervals that highlights how interactions with the system shift over time.*

Customer:

0-5: n/a

5-10: n/a

10-15: I'm helping my grandmother to use SPG system on her computer since she cannot see very well

15-20: I'm using my parents' account for buying some food for me and my family by our common computer

20-25: I'm using my parents' account for buying some food for me and my family, and I'm becoming more and more used to buy food by using this system

25-30: I live alone in a metropolitan city so I am not using the application right now

30-35: I am earning enough money and I moved again to a suburban area, so I begin to use SPG (by mobile phone and a personal account) because I care about the environment and I want to eat in a healthier way

35-40: I'm not using SPG a lot since a new supermarket opened near my house

40-45: I want my kids to eat healthy so I'm continuing to use SPG system with my new PC

45-50: I want my kids and also my old parents to eat healthy so I'm continuing to use SPG system with my PC, so that I can buy products also for them

E2. Look back at - the list of values provided in B1 - the definition of value in B2 • How would you change them after considering the long-term view? Explain briefly why

B1. Generate a list of as many potentially implicated values as possible in five minutes. Then briefly discuss each of the values on your list.

- *Efficiency / simplicity : can book at home and collect everything at the same time and area (or be delivered)*
- *Local community welfare: promoting local businesses instead of big corporations*
- *Environmental sustainability: buy local is more ecological*
- *High quality : buy better, local products (healthier)*
- *Profitability : can sell directly to the customer*
- *Flexibility : have the possibility to confirm order, so if their were wrong about their estimation is not an issue; more time to work because don't need to be in charge of the selling part*

B2. Investigate a value. Write a brief (1-2 sentences) definition of that value related to the system. Identify any substantive differences in team members perceptions, if any.

- *Local community welfare: promoting local businesses instead of big corporations*

We would have also added the value **Universal usability** since for instance maybe old people cannot understand very well the organization of the system/website.

