IT281 E-Business & Project

1

Project 1: Kickstart Your Project

Agenda of the Day

1st Hour

➥ Module Introduction

➥ Team Formation

➥ Project Briefing + Q&A

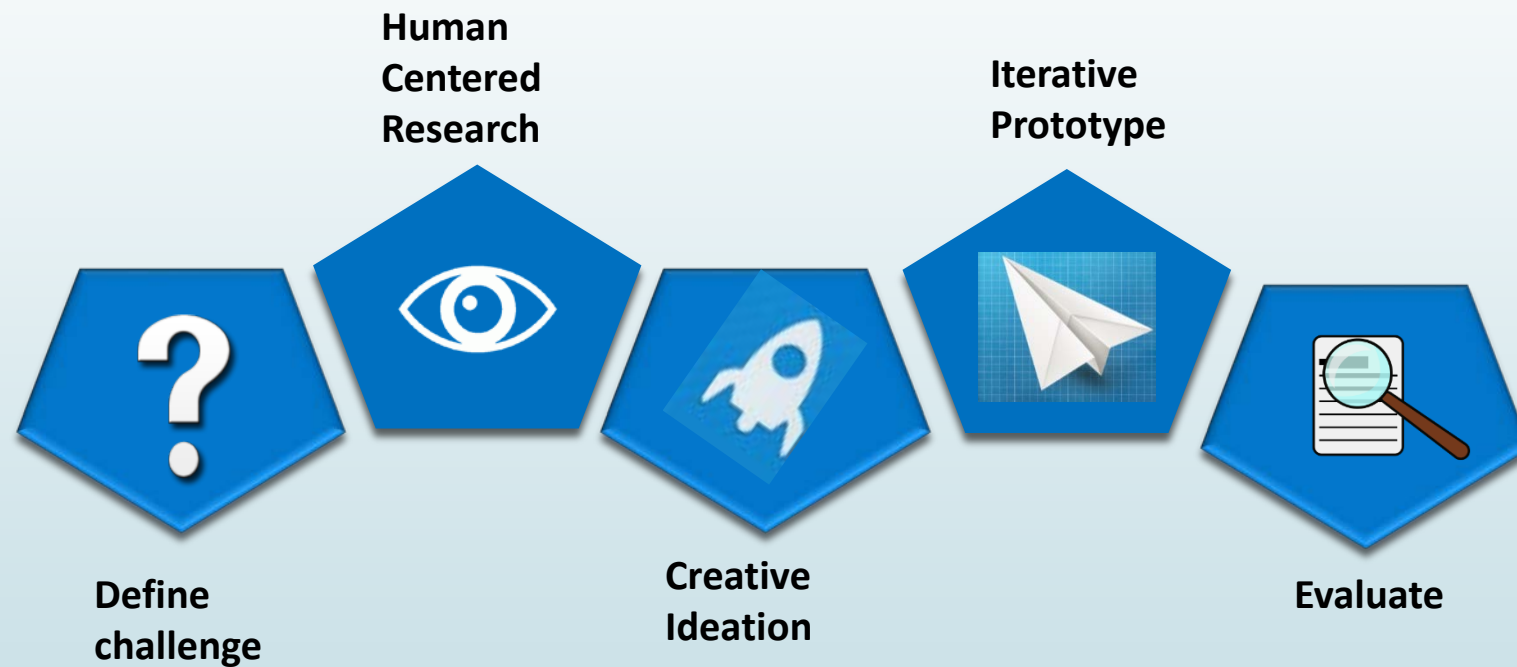2nd Hour

➥ Activity 1 : The Challenge (15 mins)
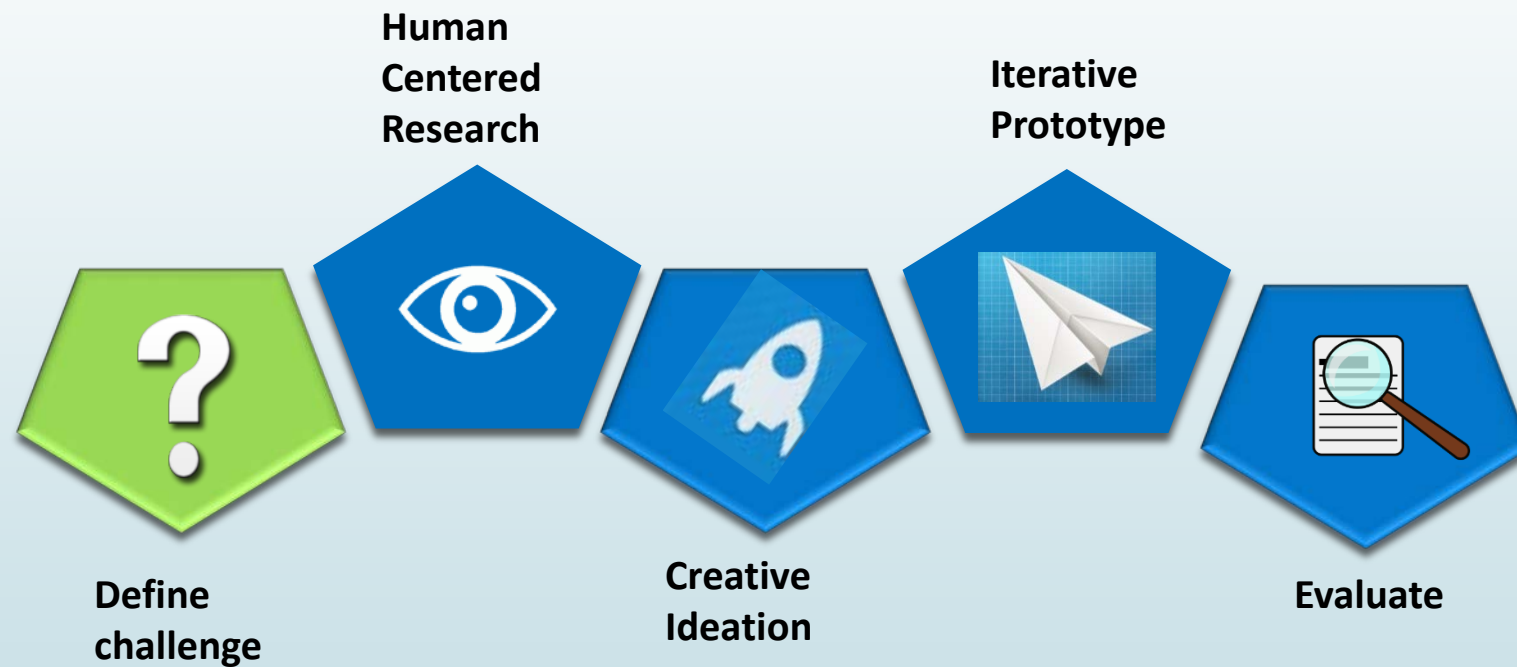
➥ Activity 2: Plan & Conduct User Research

Team Formation

➥ Min 4 pax, Max 5 pax per team

Recap Design Thinking learn in ITP182

Human Centered Research

Iterative Prototype

Define challenge

Creative Ideation

Evaluate

Define Challenge

Human Centered Research

Iterative Prototype

Define challenge

**Creative Ideation**

Evaluate

Activity 1: The Challenge

➥ Our challenge

- ➥ How might we provide a time & money saving service for the busy people in Singapore?

➥ What you know and don't know activity

- ➥ Write down what you know and don't know on post-it knows

- ➥ Duration: 15 mins

- ➥ Each group must have at least 15 of each

Human Centered Research

Define challenge

Human Centered Research

Creative Ideation

Iterative Prototype

Evaluate
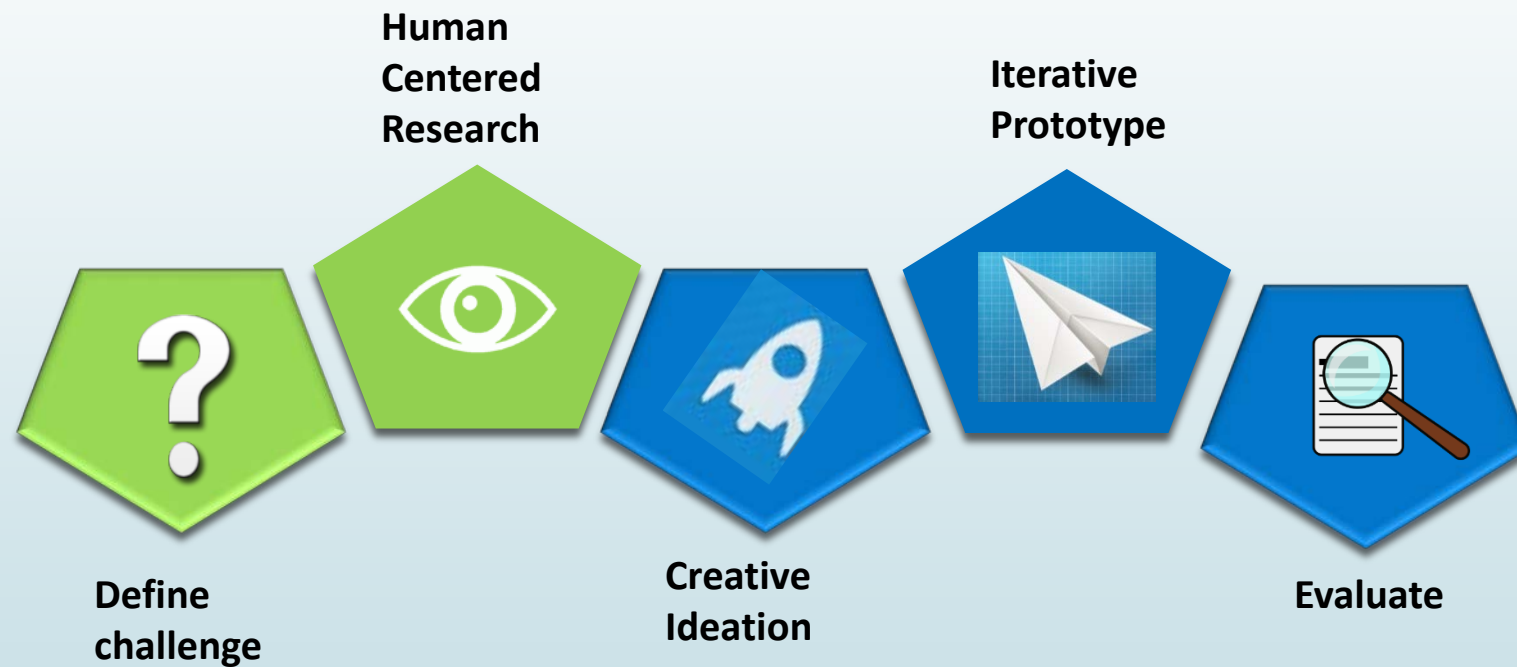
Empathy

➥ Empathy is the foundation of human-centered design

- ➥ Engage – Interact with and interview users through both schedule and short intercept encounters

- ➥ Observe – View users and their behaviour in the context of their lives

- ➥ Immerse – Experience what you users experiences

Activity 2: Plan & Conduct User Research

- Identify Stakeholders (Users)
- Use questions from "what you know and don't know" activity as a basis for the questions
- Go "deeper" into the questions with
  - What
  - Why
  - How do you feel?
- Restrict 10 words to each question
- Ask neutral question
- Don't ask Yes/No questions

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Tips on conducting interviewing

- Never say "usually" when asking a question

- Encourage stories

- Look for inconsistencies

- Pay attention to non-verbal cue (e.g. body language)

- Don't suggest answers to your questions (avoid leading qns)

- Only ask 1 question at a time, 1 person at a time

- Make sure you are prepared to capture

Before Week 2 Lab

➧ Complete Survey Question

➧ Conduct User Research

  ➧ If your group have 4 members, you need 4 x 10 = 40 survey participants

  ➧ If your group have 5 members, you need 5 x 10 = 50 survey participants

  ➧ This is the minimum, the more the better

➧ Bring the results back for discussion with the team and your supervisor