

Assignment 1 Instructions

1. All students have been randomly assigned to groups by the eLearn system. If any student does not find him/herself assigned to a group, he/she should contact the instructor immediately.

Each group needs to select one existing software product and record its selection at

https://docs.google.com/spreadsheets/d/1J0Na5B2M1_tvkvL3V5gU3uOXLYzZO3Airl6QjaDR5L4/edit?usp=sharing Also, each group needs to mention the name and WILP email id of one student who will serve as the group leader. The group leader will be the single point of contact for all communication with the group.

2. To be fair to all groups, every group needs to have a distinct selection of the existing software product. So, if you have a particular product in mind but you find some other group has already selected that product, please select another product. In the event of multiple groups recording the same selection, the first group which recorded the selected product (as detected from the version history of the document) will work on that product; other groups will need to make other selections. **Product selection recording at the aforementioned URL needs to be completed by 11:59 PM, Sunday, 23 March 2025.** Edit access will be revoked after this deadline and groups who have not recorded their distinct topic selection will not be able to proceed forward with the assignment.
3. Each group needs to submit a presentation slide deck in *.pptx or *.pdf format addressing the following points:
 - a. How does the selected product achieve product-market fit? **[3 marks]**
 - b. Understanding a typical user in each phase of the technology adoption lifecycle. **[5 marks]**
 - i. Each group member needs to select one distinct phase out of the five phases of the technology adoption life cycle; the same phase can not be selected by more than one group member. Mention which group member selected which phase. Identify and interview (in-person or remotely) an individual representing a user in the selected phase. Mention the age group [19-29, 30-39, 40-49, ..., 90-99], profession of the interviewed individuals, and the questions asked in the interview.

- ii. Using the insights derived from the interview, write down at least three points explaining why that individual represents a user in that particular phase of the technology life cycle.
 - c. Suppose the organization developing your selected product is trying to reach a wider market by offering an enhanced user experience. Suggest -- with justifications -- a new feature and describe a persona which will be most suitable for the enhanced user experience. **[4 marks]**
 - d. Suppose your group decides to launch a product that can compete with your selected product. Which one particular discovery ideation technique among the ones covered in this course are you most likely to use, and why? **[3 marks]**
- 4. All students need to actively participate in the group assignment. To understand the quanta of individual contributions, group members may be asked specific questions about their group's assignment submissions and feedback sought from peers on each group member's involvement. Accordingly, a student may receive a score that is different from his/her group members' scores for the assignments.
- 5. Cite original sources of all diagrams, photographs, and other information in a References section in the slide deck. Submissions may be run through automated plagiarism checking systems. Instances of plagiarism in any submission will lead to all members of the group receiving a score of zero for this assignment and students will also be reported to the university authorities for further disciplinary action.
- 6. **Assignment slide deck needs to be submitted on eLearn by each group's leader latest by 11:59 PM, Sunday, 13 April 2025.** Only one submission per group is required. First slide of the slide deck should mention group ID, group members' full names, and WILP email addresses.