

Photo by Don Thayer

Case 2: Ann Arbor Community for Traditional Music and Dance

SI501 Delta team

Consultant



Problem

AACTMAD doesn't have
enough volunteers for
holding events.

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Stage 1

**Background
research**

Data
collection &
analysis

Findings
wrap-up

Propose
potential
solution

1. Problem
2. AACTMAD
3. Academic area

- Literature Review
- Competitor Analysis

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Stage 1

**Background
research**

Data
collection &
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Findings
wrap-up

Propose
potential
solution

- Constitutive role of communication
 - Internal, external
- Umbrella organization
- Age: 30 - 60
- University dance organization

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Stage 2



- Communication
 - AACTMAD: Committees, Board
 - Volunteers
- Contextual Inquiry
 - Interviewee selection, schedule*
 - Interview protocol design*
 - Interview interpretation
- Affinity Diagramming
- Observation

While
Interviewing...

CD1

"People in this email list is the member of AACTMAD?"
"No, need to be a member in another small private list of her."

CD2

"Contact committees fairly regularly through email to understand if they have needs/inform them of opportunities."

CD3

"Can you describe how individual group and AACTMAD sponsored advertising differs?"
"Nope. I'm pretty confused about this. I just follow what [webmaster] tells me to do."

CD4

"Some committees are eager to have more participants while some are not."

CD5

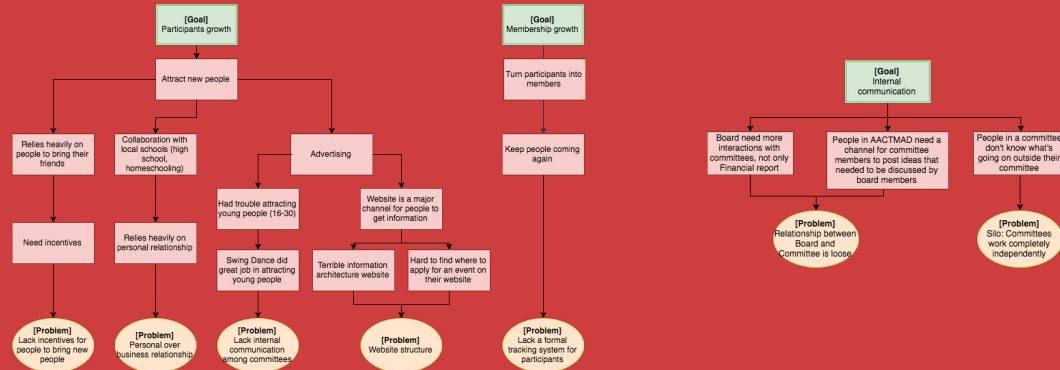
"She thinks 40-50 years old people can be a good target, cuz she started dance since her 40s. She is not sure about the social media demographic of those people."

CD6

"This is what we are struggling with right now."

3

Stage 3

Background
researchData
collection &
analysisFindings
wrap-upPropose
potential
solution

- Cognitive Mapping

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Findings

- Internal communication
 - Committee-Board
 - Standardized procedure
 - Resource sharing
- External communication
 - Attraction
 - Formal tracking
 - Relationship

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Findings

Group Memory

4

Stage 4

Background
research

Data
collection &
analysis

Findings
wrap-up

Propose
potential
solution

- ***Stronger*** internal communication
- ***Continuous*** tracking
- ***Formalized*** procedures
- ***Cohesive*** group culture

- Design thinking



Outcome

Number of volunteers *on list*
is increased:

~51%



Reflection



Mistake:

Interview protocol design

Adversity:

Interview schedule