Agile Meets Design Thinking

Instructions & Template for Peer-Reviewed Assignment

NOTE: Go to the 'File' menu and then use either 'Make a copy' or 'Download As' to make yourself an editable copy of this template.

What am I doing?

Overview

For this assignment, you'll be developing:

1. Project description
2. Brainstormed list of personas
3. Real-life examples of your top persona
4. Problem scenarios, alternatives, and value proposition trios

Instructions

Also, as you go through these, you may want to delete the **Intro Note** and **Instructions** sections in your copy. (In Google Docs, right-click (or two-finger click on Mac) and select 'Delete Table'.)

Part 1: Positioning Statement

Intro Note

If you're in the specialization, I recommend picking a concept you can build up through the courses. For example, you might have an idea to solve a problem (job, desire) you've had or seen, or you might want to focus on something at your current job. *Regardless, it's most important that the idea is relatively specific (vs. perfect) and that it's okay for you to share it with your peer reviewers.*

Instructions & Example

> For your product concept, just state what it does in the format you see below in 'Assignment'. As obvious as it may seem, I find this helps with focus and collaboration- it will also help your peer reviewers better understand the balance of your assignment.
>
> For an example, please see Appendix 1/Positioning Statement.

Assignment

Introduce your the company whose product you're working on with the positioning statement structured as follows [fill in the brackets]:

For **university students** who **want additional course resources**, the **Course+** is a **website/mobile app** that **identifies and provides a variety of extra resources relevant to the students studying**. Unlike **university module information or libraries**, our product **pulls in from multiple sources including external resources such as courses, books, videos and articles**.

Part 2: Brainstorm Personas

Intro Note

You saw a few of these in action in Week 2. We're not going to go into a lot of depth on them here, but if you want to know more here is an online tutorial: Personas Tutorial.

Instructions

1. Spend 5 minutes brainstorming as many personas as you can. Try to generate at least 5 personas related to your area of interest. All you need to write down is a descriptive name: [Made up Name] the [Job title or role].
2. After brainstorming, sort the personas in order of priority. For example, if you could only pitch your idea to one persona, which would it be? If it's an internal project, what user persona do you think you could help the most?
3. Finally, add a quick note on why you prioritized as you did.

Assignment

1: Free Form Personas List- More is More Here!	2: List in Priority Order	3: Notes
Sam the Student Lee the Lecturer Sid the Student Rep Laura the Librarian Charlie the Coursera Rep Ian the IT Guy (at the university) Mark the Module Convenor Harry the Head of the University	Sam the Student Mark the Module Convenor Harry the Head of the University Ian the IT Guy Lee the Lecturer Laura the Librarian Sid the Student Rep Charlie the Coursera Rep	Since the main user would be students, it would be most important to gauge if this is something that would be helpful for them to have and if it would be any use. However, the university would have to be on board with this to implement it and ensure that the resources were appropriate and in line with the curriculum, integrating it in their system potentially.

Part 3: Make Your Persona Testable & Actionable with a Screener

Intro Note

A good persona is vivid and testable. An effective way to make sure you're there is to have a screener. This is (ideally) one or two questions with discrete answers where with a simple response you can qualify or disqualify a subject (individual) as representative of your persona (or not).

Instructions

For the top persona selected in the list above, create a screener and (optionally) explain your reasoning. Remember, you're not trying to sell them anything or convince them of anything- you're just trying to assess whether they're representative of your selected persona.

Assignment Body

[Notes on your reasoning for the screener]

Persona	Screening Question	Threshold
Sam the Student	What degree are you currently studying?	Studying for any degree, including OU.
	Do you use extra resources alongside lecture material, and if so how many extra items would you say you buy each academic year?	Buy/find at least 2 extra resources each year. E.g articles, videos, courses, textbooks that are not on the curriculum/compulsory buys.

Part 4: Develop Problem Scenario, Alternatives, Proposition Trios

Intro Note

Here, you start to think about what's actually important to your personas, how they're doing that now, and how you might improve it.

Examples

See Appendix 1/Part 4

Instructions

For your top persona pick in the list above, think about the top problem scenarios/jobs-to-be-done in your area of interest, along with their current alternatives and your value proposition. Do at least two trios (two PS/JTBD + Alt. and VP).

Assignment

Fill in the table below with your problem scenarios, their current alternatives, and your value proposition.

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Value Proposition
Find additional resources to support lecture material and further learning. Engagement Metric: Number of searches and attempts per module for extra resources.	Check the university module information page for linked resources to library books available on campus. Search Google for resources that look related to the course.	Combine all of the different resources, including external ones, in a single place specified for each module that is accessible to all students undertaking that module to ensure students have all of the extra resources needed.
Knowing what resources found online are beneficial / worthwhile. Engagement Metric: Number of resources opened and not used / rating out of 10 for each result.	Looking at how many people have cited or used a particular resource. Research each resource/course and checking reviews / ask their peers.	Resources on the website/app under each module would be approved by the module convenor or lecturer so the students know that any resources

		listed are deemed beneficial and worthwhile.
Knowing which resources are best	Asking peers what resources they are using and going with the crowd. Sifting through all resources quickly first, before selecting or prioritising them.	Add the ability for a ranking system for the resources and allow for a "lecturer recommended" tag to be applied to the most valuable ones, to save students trying to work out which one to focus on if they have limited time.

Part 5: Design a Solution for Your PS/JTBD with User Stories

Intro Note

List at one or more epics in the section 'Epic User Stories'. Then, pick one and detail it with a storyboard and child stories in the section Epic 1- Detail. Copy and repeat that section of the template for additional epics.

Example

See Appendix 1/Part 5 for an example.

Assignment

Epic User Stories

As Sam the Student, I want to access additional resources that are useful to my degree, so I can increase my further learning and self-development.

As Sam the Student, I want a list of beneficial resources associated with my modules, so I don't waste time searching for them.

As Mark the Module Convenor, I want to make sure that my students have access to relevant wider reading to ensure they have the best chance at understanding the module content.

As Harry the Head of the University, I want to make sure that the campus resources and library are utilised by students, so that more use can come from campus facilities.

As Lee the Lecturer, I want to make sure that the students know about the resources available to them, so that I don't get asked questions or have office visits for answers I know are easily available to them.

As Ian the IT Guy, I want to make sure that the module system stays up and running and everything is consistent, so I don't have to work extra hours to debug and reboot the system more than needed.
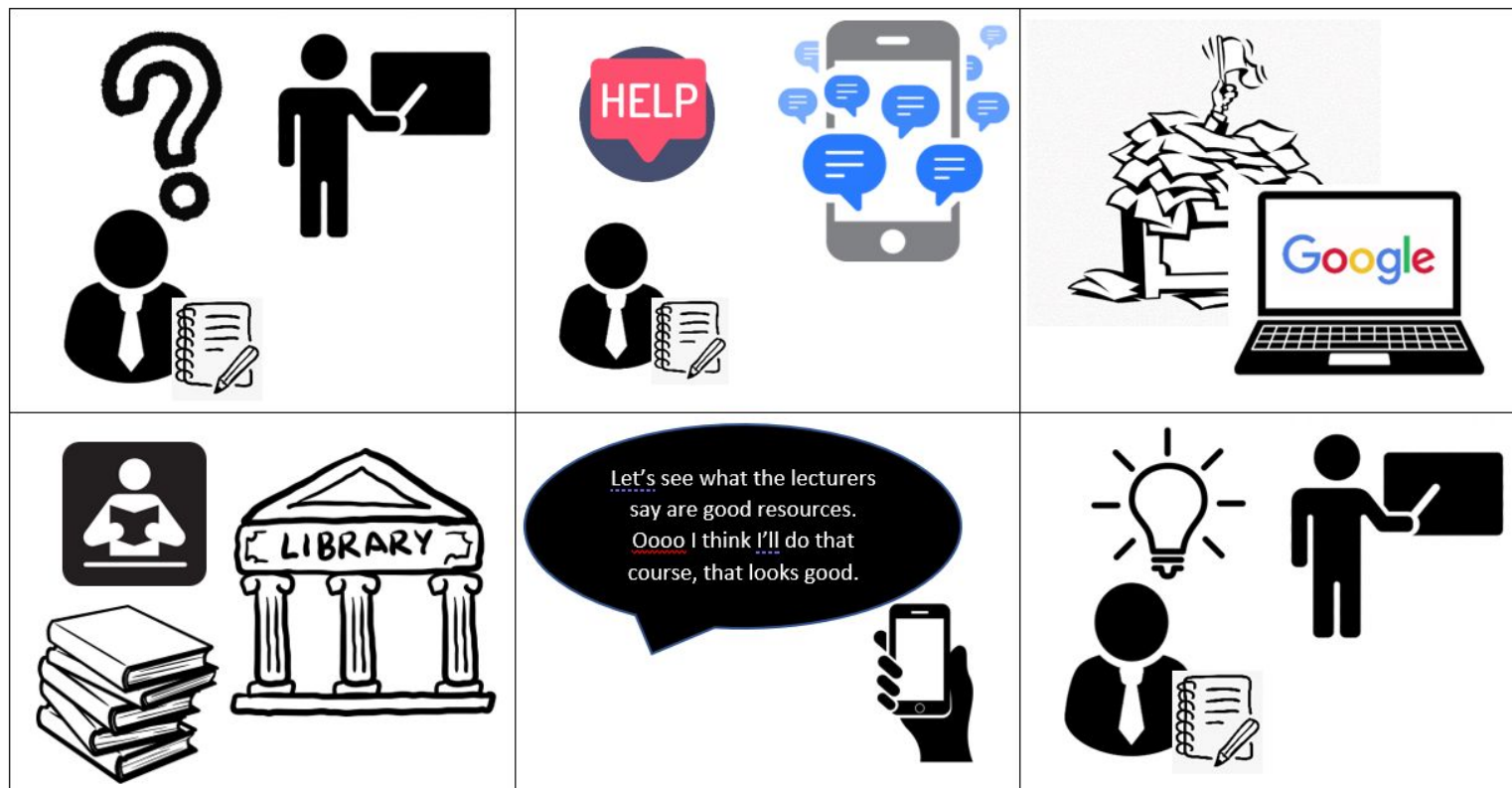
As Laura the Librarian, I want to be able to help students find helpful resources more easily, so that I am not wasting time searching the shelves searching for titles, and already know what is useful.

As Sid the Student Rep, I want to be able to know that all of the students in the school I represent feel supported, with knowledge on who they can go to for extra advice or support.

As Charlie the Coursera Rep, I want more students to enroll onto my courses, so that I can earn more money and get more students earning a certificate each year.

Epic **As Sam the Student, I want to access additional resources that are useful to my degree, so I can increase my further learning and self-development.**

for

Child Stories Epic 1

Child Stories	General Notes & Analytics
As Sam the Student, I want to know if there are online courses which would be beneficial for me to complete, so that I can get more of an understanding about a particular module or even earn a certificate.	How much quicker would it be for Sam to find relevant courses if a filter search was added to Course+ to show just courses? How often are courses searched for compared to other resources such as books, articles or videos? Would it be possible to find out if there was a significant change in grades or practical assignments? Metrics: Number of searches for courses. Ratio of searches for courses to other types of resources. Conversion rate of searches to participation/completion of courses. Student grades of those using additional resources on Course+ versus those that don't
As Sam the Student, I still want to know if our campus library has books that could be useful, so I don't have to spend money on external resources.	Would it be beneficial to add relevant library books on this app or would it be duplicating the links and library resources already available on the module information page? How much (on average) does a student spend on books not available at the university library? How many books does the average student take out of the library each academic year? Metrics: Number of books found via the existing module page versus the number of book found via the Course+ app.
As Sam the Student, I want to know which resources are worthwhile, so that I don't waste my time	Ability for students to rank out of 5 stars who are in the same module. Tags could be applied by lecturers and module conveners as recommended resources.

	Will students rank the resources in line with lecturer/module convenor thoughts? Metrics: Uptake of courses with high ratings vs low ratings. Ratio of resource content to curriculum content and the difference between how they are ranked.
As Sam the Student, I want to be able to find additional resources I have/want to use in the future, so that I can refer back to them at any point again easily.	Would it be possible for students to be able to save certain resources or bookmark them? Could they download content? Or would that have to be done from the external source it is linked to? Metrics: How many resources that were saved were later opened/completed/used? How many resources were saved or bookmarked by the average student?
As Sam the Student, I want to be able to watch videos so that I can learn through audio / visual methods so that I can understand the content more.	Possibility of filtering out other types of resources so that only videos / audio content show? Would this affect the use of the other types of resources? Metrics: If filters were a possibility, how does this affect the number of each type of resource used by students? Are more videos watched with or without the search filter?

Submitting Your Assignment

Remember to upload your work in ONE document (PDF format), including your:

1. Project description
2. Brainstormed list of personas
3. Real-life examples of your top persona
4. Problem scenarios, alternatives, and value proposition trios