MIS 699-B: Managing Emerging Infotech

School of Business at Stevens Institute of Technology
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Individual Assignment 1

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Design Thinking Methodology

Design thinking is a process that basically puts to perspective an innovator's sensibility and methods to match people's needs keeping in mind the technological feasibilities and viable business strategies to convert the market needs to major business opportunities. Design thinking ideally comprises of three basic stages which are:

- **Inspiration:** In this stage the designer identifies the business problems, digs deep into the opportunities and observes the people's needs and wants.

- **Ideation:** The output from the 'Inspiration' stage is used as the input for this stage where design thinkers apply integrative thinking to come up with prototypes and test them for implementation.

- **Implementation:** This stage promotes the execution of the vision and brings to life a final product ready for sales/promotions.

Ideally a design thinker is expected to be the one who is **empathetic** by keeping in mind the "people first" approach, **optimistic** under the toughest scenarios, one who promotes **experimentalism** and the one who works equally well under **collaborations**.

Traditionally design thinkers were called in to enhance the aesthetic aspect of a product towards the very end of the product development cycle but there has been a paradigm shift in the recent times where companies have realized the importance of involving design thinkers at the very primary stages to promote creativity and strategic planning which in turn brings them better outputs.

In conclusion, Design thinking is just an approach to innovation.

Design Team 8 Assessment

Problem Statement: To trace the markers related to power moves and map them over time.

Summary:

To summarize Design Team 8's problem statement, the task was to map the markers that denote the power functionality in EVE online over time. To help get a better understanding of the power markers it was imperative for the team to understand the sentiments of the players in terms of power. The next step was to map various relations between these power markers via various permutations and combinations to come up with patterns to generate calculated fields to design various visualizations. Few of markers that denoted power mentioned were:

- Power Gain
- Power Loss
- Power Arena
- Power Conflict
- Power Cooperation

The challenge the team faced was to find the relationship between various grids and come up with patterns that would rightfully denote the marker's intensity. Another tricky aspect was to find the dependencies of various power markers with each other.

For the rest of the semester, the team plans to divide the date periods into various quarters based on the time stamps provided in the data set, compare and correlate various power markers, map each of the power markers against the sum of other categories of markers and also club random grids of power markers.

Feedback:

A) Clarity

The team was very apt in explaining the problem statement in depth with utmost clarity. The supporting examples that were given were to-the-point and very relatable. Overall, the clarity of the presentation was up to the mark.

B) Rigor of Problem Analysis

The team must've spent a healthy amount of time in analyzing the problem which clearly depicted in their presentation. Their understanding of this domain was very strong which was visible in their explanation of various aspects of their project.

C) Explicitness of the Prototyping Plan

The future plan of the team looked very promising from the visualizations they have planned for the rest of the semester. The part where they are trying to grid various power markers will be very interesting to study for the rest of us as well.