MIS 699-C: Managing Emerging Infotech

School of Business at Stevens Institute of Technology

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Individual Assignment 1

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Question 1. Describe the design thinking methodology.

Answer 1.

The Design Thinking Methodology is a unique approach used to develop and integrate innovative solutions to a problem. It focuses on the client's requirements and involves brainstorming of the whole team to come up with various solutions, then converge to a final solution for every point. This process is done to take into consideration all the aspects of client requirements and the design team's point of view. Eventually, helps us gain the best possible optimal solution. The next step takes us to the conception of the idea and finally giving it life by prototyping the idea and deploying at the client side to gain some feedbacks and insights on how this can be improved further and giving it the final launch phase of the new product. The outcome is not a product that just fulfils all your requirements, it's a product that demonstrates the highest level of innovation provided by the design team to the minutest details of the product to give it the best appeal, experience and enhancements for the customer to experience.

It mainly involves 3 stages/phases:

1. **Exploratory Phase**:
   -The Exploratory Phase is also known as the Inspiration Phase.
   This is the first stage wherein the design team meets the clients to understand the needs, requirements and problems faced in the current scenario of the product. The design team conducts surveys, interviews and various meetings to understand the current workflow, concept and aspects of the product. This helps the team understand the product's complete functioning and the company's point of view and expectations, bringing in the complete list of requirements.

2. **Concepting Phase**:
   -The Concepting Phase is also known as the Ideation Phase.

This phase is completely dependent on the input given from the exploratory phase. In this phase the design team brainstorms about the various idea's, methods or ways to improve/develop the product. At times they do bring in new features to enhance the product as well. The part of brainstorming helps them gather the various ideas and possible solutions that the team has come up with. Finally, the whole team discusses over every new idea's possible best options and comes to a concluding single best possible solution to every client requirement or problem. In short, this phase helps in bringing in new possible opportunities, innovations that can be implemented to enhance the product and finally converge to bring in the most optimal and best solutions.

3. **Prototyping Phase**:
   -The Prototyping Phase is also known as the Implementation Phase.
   -This involves the deployment of the prototype at the client side. Once its deployed and set up completely, clients use the deployed prototype and provide feedback to improve the product further or make some changes according to their requirements and once this process of accepting the prototype is done. The final project is deployed at the client side once User Acceptance Testing is done. This stage completes when the final implemented product is deployed at the client side by fulfilling all their requirements.

Question 2. Describe the main ways in which you think your team project can improve to deliver new analytical value to the client. Please be tangible, and describe specific analyses that can be done.

Answer 2.

In my view our team could have improved in several ways implementing the following factors:

1. Taking into consideration data from various other sources that present information about eve online.
   For Example: EVE Online Fan Clubs, EVE Online Forums, EVE Online Facebook Groups.
   This can get in a lot of various inputs but will help us get a better insight on EVE Online as a whole.
2. Analyze over every data source with respect to time and (normalized) average word count of achieve. Then check the difference in the activity of users before and after the update.
3. Analyze the user's feedback over forums after every update, if the feedbacks depict that the users are achieving on a higher ratio as compared to the previous update then we can deduce that users are happy and feel proud of themselves which make them stay passionate and dedicated towards the game helping them to keep up with their player base and achieve better and higher tangible benefits for the company.
4. We should also inter-relate the keyword achieve with a few other emotions to understand their relation by plotting those graphs with respect to the same dimension and compare so that we understand which of them are closely related to each other, and if we find a similar pattern then we need to work more rigorously to understand in regards to what is causing them to have a similar pattern on comparison of such dimensions which can help us improve our knowledge base and improve the analytical value of the content being provided to the client.
5. The data set provided by professor Aron Lindberg should have been studied thoroughly to have a better idea of what exactly took place.
6. The consideration of various data sources and the main source, the working procedure, some more examples of how we would be working and some basic further progress methodologies that are going to be used should have given more focus to the intricate details as well.

Question 3. What can your team do to improve a) the clarity of your presentation, b) the rigor of your problem analysis, c) the explicitness of your work plan.

Answer 3A:

Improve the clarity of your presentation

- Have a presentation with white/ light colored backgrounds and black/dark colored font.
- Don't put up a lot of content on your presentation, space it evenly and the narrator should build upon the points mentioned in the slides and explain in more detail.
- Graphs should seem self-explanatory, and easy to deduce some information from, since a couple of graphs like bubble graphs were fancy but were difficult to understand.
- The presenter should just not maintain eye contact with someone specific or an important person to give higher emphasis, instead look over the whole audience.
- The presenter should practice their part well to avoid nervousness and rushing through content.
- The content should be appropriate and to the point.
- The order of the slideshow's content should have a proper flow and help the audience grasp the content well.

Answer 3B:

Improve the rigor of your problem analysis

- To build a better judgment of the problem analysis section, we must drill down more into the data sets and understand the LIWC dictionary.
- We need to test the data set by plotting them with other parameters and also compare with similar emotions, launch dates, important years (such as INCARNA Crisis) to get better insights and gain some knowledge.
- Exploring other data sources, forums can help us have some additional information and get better analysis.
- Analyze the impact caused by the release of every major update over the keyword achieve by targeting such release dates and understand what factors improved in the update caused the player base to react in a more positive manner.

Answer 3C:

Improve the explicitness of your work plan

- The action plan to demonstrate our further process should be customized according to the project.
- We need to emphasis on every minute detail and improve the accuracy of the graphs to get a better analysis of the data.
- The process of text mining, sentiment analysis by using R, Python and tableau in the project should be well defined and understood.

- We will be learning a lot through this process and gain a lot of hands-on experience which will help us improve further.