

INFS5700
Assignment Project Exam Help
Introduction to Business Analytics
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Week 8 Design Thinking Workshop
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Feedback

Challenge Statement Example

“How might we provide better support to foodbank network managers to improve the overall operational efficiency of the network?”

(Please develop different challenge statements as per analytics applications)

Persona Development Example

Persona Template

PERSONA NAME/ROLE	
My name:	Karen Lee
My age:	35
Where I live:	London
My occupation:	Foodbank network manager
Who I live with:	My husband and two kids

My life: [biography; lifestyle; work; family; hobbies and pastimes; attitude to life; what I am good at/enjoy; aspirations...]

My life gets really busy as I have to balance my work, family and personal time. When I do get free time, I usually enjoy going to the gym and baking. Life does get pretty stressful some time, but I love my job and family and wouldn't trade it for the world.

Something I would typically say:

Thank God, play hard.

Time

Activity

My hopes & fears

6:00

Wake up and make breakfast for the family. As well as making lunches for my husband and kids, before dropping my two kids off at the school.

I don't think being a mother is as many people who are struggle with life as possible and to help them live a better life. With my family duties and limited support at work I worry that I won't be able to help as many people as I would hope for.

9:00

Arrive at work.

Love

17:00

Leave work and buy groceries on the way home.

I love my family and job, as well as to help people around me. I love to see everyone lives in a compassionate and just society that free of hunger.

18:00

Cook dinner for my family before cleaning up

20:00

Hit the gym and then relax with a movie afterwards.

I hate

23:00

Get ready for bed.

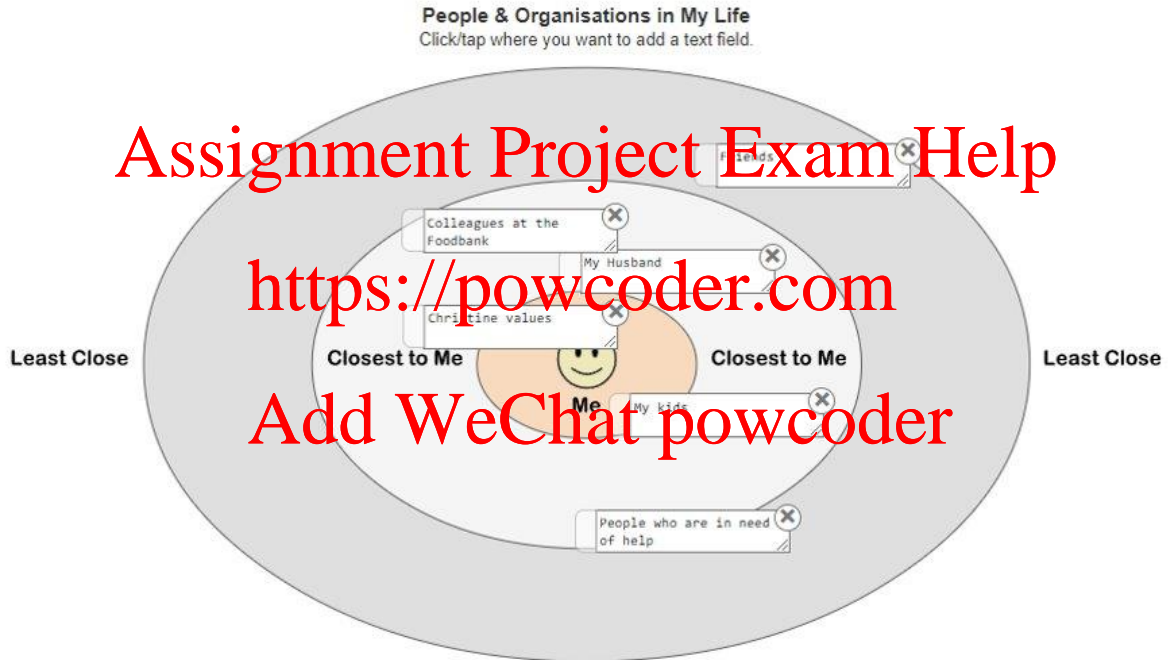
I hate not being able to spend time with my family and how I was unable to help people who are in need of help, e.g., struggle for essentials for life.

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Persona Development Example- CONT'D



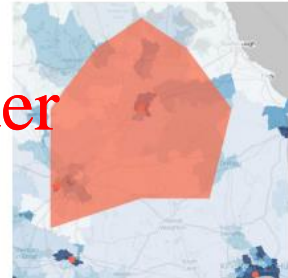
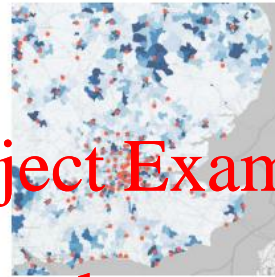
Ideation of the Application

To create a prototype mapping app using free-to-use open source software that enables both Trussell Trust HQ and local foodbank stakeholders to perform geospatial analysis and visualization.

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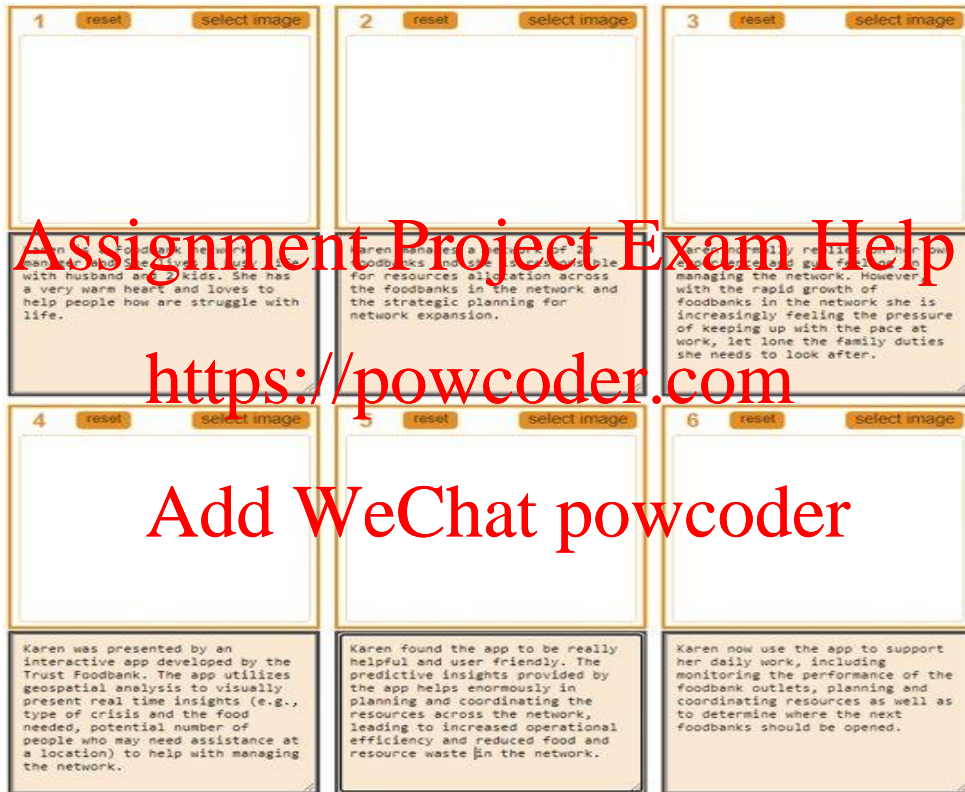


Data visualization – the foodbank mapping app

Prototype And Justifications

- Google Map distance matrix API could be used to access travel times
- The OpenStreetMap resource is used to provide base maps with GDAL (Geospatial Data Abstraction Library) and TopoJSON is used to format the foodbank map geo shapes.
- A Web-based foodbank app was developed using D3.js a JavaScript library for manipulating documents based on data using HTML (hypertext markup language), SVG (scalable vector graphics), and CSS (cascading style sheets).
- On opening the app the user sees a map of the UK with individual Trussell Trust foodbanks shown as dots. Heat maps showing demand –the darker the color, the greater the demand visualize regional patterns of need. Usage can also be shown via the crisis type (e.g., homelessness, child holiday meals, etc.) reported at the time of referral.
- A **key objective** of this product is to increase employee-product interaction in order to provide disaster assistance more efficiently. Please design your own storyboard based on the prototype.
- Please be free to add on features/points where necessary....

Storyboard Example



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Opportunity Canvas example

Users & Customers	Problems	Solution ideas	Solution use	User metrics
Foodbank network managers Foodbank headquarter senior managers	Foodbank network managers are lack of sufficient support in managing the network	Interactive app that employs geospatial analysis to support decision making	Network managers will be provided with the app which allows them to interact with real time data collected via the network to help managing the network operation	Network operational efficiency measures Satisfaction of the network managers
	Solutions today Network managers normally reply on their own experience and gut feelings in managing the network operations		Adoption strategy Network managers will be provided with trainings on how to best use the app to support their daily work	
Business challenges		Budget	Business benefits and metrics	
Low operational efficiency of the network		Budget to be developed	Increased efficiency and productivity of the network	
Low satisfaction with work-life balance			More satisfied employees at Trust Foodbank	
Increased food wastage				

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