

PAINSTORMING HOMEWORK ASSIGNMENT #2

Identifying the Hidden Opportunities: The Value of Observation

Practicing the Guided Photo Process

First, review the following and circle the one that you find most interesting. This will be the scenario that you follow for the rest of the assignment.

- Your friend has approached you about partnering with her to open up a new family friendly restaurant in your hometown. The community already has a number of chain restaurants so it will be important that the new restaurant offers a unique experience.
- You are a design engineer for an international automotive company. The vehicles your company designs and manufactures continually win awards and top-rankings. This is in large part due to a company commitment to a comfortable, enjoyable, and safe driving experience. This focus has played out most in the cabin and storage areas of the vehicle.
- You have recently opened up a small, locally-owned grocery store. While customers and sales were up during your grand opening weekend, many potential customers are now back to shopping at the large, national grocery superstore chains. Coming up with new ideas that bring in – and keep – shoppers from the community will be important to keep the store open.
- You have recently become the Director of Parks and Recreation in your large, urban city. You oversee all aspects of the city's parks and recreation, but have particular passion for developing programming, services, and resources aimed at engaging either young adults (like your daughter) or older adults (like your retired parents). You would also like to make sure your offerings draw in people from all of the surrounding suburb communities who could be using their only their own community's parks and recreational activities.

Your task:

Innovation is very important to you in your role which you circled above. In your role, it is critical that you are able to come up with valuable new products, services, programs, and/or experiences that meet – or exceed – your customers, and potential customers, expectations. However, the directions you might go are endless....in fact currently you have no real direction!

In order to come up with something that isn't so obvious that all of your competitors already have it in mind, it is going to be very beneficial for you to identify ***the hidden opportunities and needs*** that you could capitalize on. As you learned, ***painstorming*** is a great way to do this. It allows you to identify those things about a product, service, or environment that annoy, frustrate, bother, and lead to work arounds for users and potential users. Often these users have become

accustomed to and just simply accepted that this is how things are - sometimes not even realizing how much difficulty it causes and how much easier/better it could be if solved.

DELIVERABLE 1: Complete Tasks 1 – 4

Submit only the Completed PowerPoint (not the individual task responses) on Isidore

Grading for this deliverable is out of 50 points and will be based on completion of the tasks, relevance of the responses to the role you identified above, and quality of your deliverable. Completing all of the tasks with relevant responses and good quality will earn you a maximum of a 92%. To earn a grade higher than this you must put in additional effort that shows you have gone above and beyond in some way. Examples of this include: doing more than the minimum, including especially unique perspectives, preparing the presentation in an exciting way that resonates with audiences, etc.

Task 1. You are going to use the Guided Photo Process to help with brainstorming for this assignment. You practiced this process in-class when we did the example about camping out. Thinking again about your role that you circled above, list as many categories/activities/sub-tasks as you can think of that might relate to the product, service or experience that you offer. List at least 8 but no more than 14.

Example: When we did the Camping Out example in-class some of the categories were: Packing for the Trip; Preparing Meals and Eating; Living Out of a Tent; and Toileting and Bathing while Camping

Task 2. Prepare a Guided Photo Process Powerpoint that you will use during brainstorming. You saw an example of this kind of Powerpoint when we did the camping out activity in class. At the top of each slide list one of the categories/activities/sub-tasks that you listed during Task 1. Then search Google Images and find one or more photographs that shows an example of this. Photographs that show people interacting in some way can be most valuable, but are not necessary. Avoid including photographs that are copyrighted and be sure to include in small, grayscale font at the bottom of the slide the web address from where the photo was taken from.

Example: See slides 1 – 9 on the Camping Out PowerPoint used in class and located on Isidore.

Task 3. Now list at least 4 (but no more than 7) alternative perspectives that could help you think about unique annoyances/needs of a very diverse population. These should all still relate to the products, services, programs, and/or experiences that you are focusing on based on who you are (role you circled at the very beginning).

Example: When we did the Camping Out example in class we included: Instead of a Tent....; Camping with a Baby....; Camping with a Disability....; and Having a Profession that Changes Your Perspective (Firefighter and Chef)....

Task 4. Go back to your PowerPoint. Leave one blank slide after the ones you prepared during Task 2. Then include a slide that says something like “What happens if we change the photos?”. After that create one slide per item that you listed in Task 3, again, listing the topic heading at the top of the slide and finding a relevant photo to include.

Example: See slides 10 – 15 on the Camping Out PowerPoint used in class and located on Isidore.

DELIVERABLE 2: Complete Tasks 5-8

Submit one Word Document that includes work for all tasks on Isidore

Grading for this deliverable is out of 40 points and will be based on completion of the tasks, relevance of the responses to the role you identified above, thoroughness and quality of your responses, and overall organization and format of the deliverable.

Task 5. In a Word Document write the heading “Task 5”. Then list each topic/category that is on the top of your PowerPoint slides. Take 1-2 minutes (set a timer) per topic/sub-category and bullet point all of the problems, annoyances, frustrations, etc. that you can think of relating to that topic/sub-category. Aim for at least 5 bullets per topic/sub-category.

Example: In the Camping Out example if we were considering the topic/sub-category Preparing Meals and Eating, your bulleted list might include: 1. Cooler filled with water because the ice melted, 2. Needing to daily buy ice to keep cooler filler, 3. Not being able to bake anything because you don't have an oven, 4. Paper plates blowing away off the picnic table, and 5. Ants and bugs around the food

Task 6. Now find at least one other person and have them repeat Task 5, so that you can get a diverse perspective. Keep track of their responses on the same Word Document under a heading marked “Task 6”, doing it just like you did for your own Task 5. Be sure to also include who helped you and a little about their background.

Example: You could email your parents the Powerpoint or show your computer to a roommate. Explain to them what you are doing. Something like “For my class assignment, I need to have someone look through these photos. As you look through these photos, I would like you to come up with all of the things that might bug or annoy you – or other people – if you were in this situation. For example, my PowerPoint is themed around _____, but when we practiced using Camping Out and I looked at photos of “Preparing Meals and Eating” I said things like It always bugs me when my cooler fills with water from the melted ice or When camping it is very annoying that the garbage bag of food can’t be left outside because animals might get into it.”

Task 7. Now go through all of the problems, annoyances, and frustrations that have been listed during Task 5 and Task 6. If you had to choose only one that you are going to pursue addressing in your role, which would it be? In your Word Document type Task 7 as a heading and then write which you selected and write at least a paragraph as to why this is the most worthwhile one to address in your role. Be sure that you don’t come up with solutions yet --- brainstorming only identifies the problem we will seek to address, other methods are used to help generate solutions.

Task 8. Finally on the same Word document, write Task 8 and write a minimum of a one paragraph reflection on your experience using brainstorming. Specifically address: 1. How helpful, or not helpful, was this process? 2. How do you think it would have been different if you had used the other level brainstorming processes that you had learned about during the class activity (Bug List or Video Based Observation)? 3. What questions or suggestions do you have about using this process? and 4. Under what situations would you be likely to use this guided video process, if at all?