Problem Finding & Research (Group)

Due: Friday, September 26, 2014 (11:59 PM)

Overview

Your assignment is to do concept mapping on a problem or application domain. Use the theme of the studio that you are assigned to. Using this technique generate 7-10 concept areas that are promising for further research. From those pick the 3-4 best areas and analyze which might make sense to do further work on for the class.

Concept Map

Concept Mapping is a way to quickly come up and reflect on some problems/solutions in a particular thematic area. The steps:

1. List 10-20 words (or "concepts") associated with the topic
2. Group them into named categories
3. Start diagramming
4. Add categories + examples
5. Label relationships between concepts (e.g., enables, employs, stakeholders, consumes, etc.)
6. Keep going until you lose momentum (and/or run out of time)
7. Highlight/Circle 6-10 concept areas for further investigation
8. Prioritize the 6-10 concept areas (i.e., create matrix of significance, feasibility, your interests) & select 3-4

You should generate 6-10 problems/applications/concepts in your theme and then using the prioritization matrix select 3-4 concept areas to follow-up with a brief description/justification (this would be the starting point for further research/analysis described in the presentation).

Deliverable

Your **group** will submit a PowerPoint/KeyNote/Google presentation deck summarizing your work (online submission system) by Friday at 11:59 PM, September 26, 2014. *We'd suggest 3-5 slides in total.* You must **include pictures of your concept mapping** result (the big graph) and the prioritization matrix. Your slides should follow the outline below.

1. Theme (title), Team Member (names), Studio CA, Studio Time – [1 slide]
2. Concept Map Result (image showing what you produced) [1-2 slides] (take a picture w/ your phones)
3. Top 3-4 Problems
    1. Show prioritization matrix for 6-10 [1 slide]
    2. Give a sentence describing and a sentence justifying the selection of each of 3-4 top concept areas [1-2 slides]

Grading Rubric (100 points)

Theme Title & Team Member Names (10 points)

Introductions should include each member's name, picture, major, and outside interests. Also include your studio CA's name and studio time.

Problem Space Exploration (60 points)

Ideas brainstormed should be categorized, diagrammed, and connected in a way that makes sense. Key problems/applications/concepts should become apparent through this step. There should be 6-10 good problems/applications/concepts identified by highlighting/circling on the concept map.

Problem Prioritization (30 points)

Prioritize the top 6-10 problems/applications/concept areas using the priority matrix technique. Give a sentence describing and a sentence justifying each of the top 3-4 concept areas that remain. Concept areas selected for focus should offer opportunity for innovation as well as make sense for using technology to solve.