

Assignment 2 – Stories from the Field

In your group, conduct research with your business. Then, create a presentation summarizing the research by telling stories from the field.

1. Develop a detailed project management plan, identifying key dates and things to do.

2. Conduct your research.

- Leverage your research plan, but realize it will shift.
- Observe a minimum of fifteen participants.
- Capture a minimum of 30 hours of research data.
- Take lots and lots pictures.
- Organize your materials in a folder structure as described in class.

3. Transcribe your research.

- Develop a 1:1 written representation of your research as described in class.

4. Create a presentation of stories from the field.

- Describe your research methodology, and explain why it works successfully.
- Tell stories that you identified, heard, or observed during research. Bring the stories to life.
- Select the best 5-10 stories.
- Include only pictures on the slides, no text.

5. Present the material to your business owner or manager.

- Schedule a time to present to your business owner.
- Deliver the presentation, and capture their feedback.

6. Present the material in class.

- Present the material in class.
- Describe the reactions you received from your business owner.

7. Post your stories on the blog.

- Post your stories to the blog. Do not just post your presentation; translate the presentation into a formal suitable for reading on the blog..
- Make the post professional sounding and looking – consider that thousands of people read the blog, and have no idea who you are or what you are doing.

Grading Criteria

Your points	Maximum Points	Description
Research		
	10	Research was conducted with at least 15 participants
	10	At least 30 hours of research data was captured.
	15	Research was conducted as described in class – contextual inquiry, behavioral, no leading, open-ended questions, etc
Research Transcription		
	5	At last 2/3 of the transcription is completed
Presentation		
	5	Clearly explains the methodology
	15	Presents compelling and interesting stories in a charismatic and emotional manner
	15	Supports stories with real, full-screen images from the field
	3	Stories have no text on slides except quotes from participants
	3	Describes the business owner's reaction to hearing the presentation
	3	Presentation is no more than 15 minutes long
Blog Post		
	4	Material posted to the blog prior to class beginning
	4	Material stands alone: if someone arrives at the post via Google, it is clear what they are reading and why they are reading it
	4	Clear use of language, no spelling errors, etc
	4	Legible: text is formatted with headings, spacing, etc
Xx	100	