Homework 5 (Due Wednesday, Feb 1 on or before the beginning of the class)

**Problem/Stakeholders/Persona/ Innovative Solutions (optional)**

In the following, pick a problem for which you expect to design a solution and not organize a campaign. This is different than the action project where you mobilize people. In contrast, here you are expecting to design a product/service that your group will be offering to the people. This is a product/service project.

Exercise your brain:
Identify a problem you are interested in solving. Think of stakeholders related to the problem. Imagine a persona of a specific stakeholder within a specific stakeholder category with whom you empathize the most. (optional for extra credit) Invent a product or service that is of potential value and you can take steps to offer this product/service to this persona. (this product/service should be of value to persona, that is, they find it very useful and perhaps may be willing to offer money if they had it).

Submit the following in 1 TYPED page or less:
1. A title and a brief description of the problem
   (a submission without a title will receive no credit and will be required to be resubmitted). The problem must be clearly and concisely (less than 25 to 30 words) stated. Do not state something too generic such as immigration reform or education, which can be interpreted very widely. The goal is that after you have written your description of the problem, another reader should understand as close to what you have in mind without providing any further explanation. You just have to state what is the problem. Not why, or why is it important, not how it came to be.
2. Create a list of at least 5 and at most 7 stakeholders. Write this list of stakeholders.
3. Describe a persona by listing characteristics of persona relevant to the problem, that is, listed characteristics should be somehow relevant to the problem. These characteristics could include both demographic, personal preferences, social, economic, professional, ethnic characteristics. Just do not mention a huge laundry list with no connections but list the characteristics mindfully.
4. (Optional). Put yourself in the shoes of this persona. Describe a product/service that this person will find valuable towards the solution of the problem. Be innovative; create value.

Every student is required to submit this assignment as a hard copy in class. Late or incomplete assignments will be penalized. If you do not submit the assignment on time, please submit a hard copy by slipping it under my office door E2-361 after noting on the top the date/time of your submission.