CMPS 80S

Winter 2012

From Software Innovation to Social Entrepreneurship

Homework 6: Due February 6, Monday

PART 1:

This class will provide option of choosing one of the three types of final projects:

1. Action project by Active participation through internet
2. Product/Service Project using User-Engagement Study on Internet
3. Data/Story Collection Project using CrowdSourcing on Internet

A common criterion for evaluation of the success of a project will be active participation by users on the web whom you may invite:

1. In an Action Project, to sign a petition (I-petition), participate in a flash mob type of action that creates social value (and not social nuisance), respond to a survey (surveymonkey), etc. OR
2. In a Product/Service Project, to collect feedback through market survey of selected stakeholders (surveymonkey), personalized interviews of stakeholders, for need assessment, marketing promotion, product evaluation, etc. OR
3. In a data/story collection project, collect compelling data/story to enrich your message.

In each case, you will be forming a group, that will create (i) a web presence, (ii) a hard copy brochure, (iii) evidence of participation by users such as participation in an I-Petition, a survey, interviews, funds raised, web feedback provided, (iv) optionally a multi-media presentation such as a video for story-telling, and (iv) a group presentation (ppt) in class on March 20, Tuesday, 7:30-10:30pm.

This homework is only the very first step towards this exciting journey.

1-3 minute class presentation on ONE topic of your choice on February 6, Monday:

1. Which of the following choices you are leaning towards for your final project: Action Project/ Design Project/ Data-Collection Project/ Programming Project
2. Mention ONE social issue/topic/project that interests you most in the context of this class. CLARITY is the essence. Broad vague descriptions are to be avoided.
3. What is the source of your interest in the project? What motivates you? Describe some of the following: your previous experience/expertise on this issue. Describe an event or individuals who may be motivating factors.
4. If you have some ideas, describe a possible action/design/data collection project that you are thinking of.

PART 2: Group Stakeholder Project

Redo Homework 5 with another partner (find a partner in class someone different than the one you worked with for class presentation on a website before you leave and communicate to the instructor) and complete/refine HW 5 and submit one description per group on Monday including an innovative solution that you can offer. This is not the group for your final project.
Reading: This reading may be important to your 1-3 minute class presentation and certainly to your presentation later in the class.

Read the article on “Made to Stick” available on the web at: http://www.heathbrothers.com/madetostick/chapterone.php

Also, watch the youtube videos titled “Making Ideas that Stick – Chip Heath”, “Chip Heath – Made to Stick”, “Chip Heath – Sticky Ideas, Urban Legends and a Man on the Moon”

Understand the six principles of articulating an idea:
1. S (Simple)
2. U (Unexpected)
3. C (Concrete)
4. C (Credible)
5. E (Emotional)
6. S (Story)

Strive to craft your message with the following principles:
1. Simple
2. Concrete
3. Credible

Strive to convey your message in 30 seconds to capture the attention of your audience!

If you can add the quality of “Unexpected”, that would be great! The other principles will be emphasized later in bringing your message to a larger audience later.

There may be a quiz on this reading and video!