



eNotebooks Project Kickoff

January 24, 2005



Agenda

- Introductions (:15)
 - MEDRAD & CMU personal introductions
 - Intro to CMU HCII and project course
- Introduction to MEDRAD Innovations (:30)
 - Discuss current IP processes at MEDRAD
 - Review organization of Innovation team
 - Discuss scientists tasks in developing IP
- Focus setting (:45)
 - Group brainstorm on foci of the pending usability study

Introductions

➤ MEDRAD

- Page Cedarholm, IP Legal Administrator
- Ned E. Uber III, MEDRAD Fellow
- Jim Rolfe, IT Program Manager

➤ CMU HCII (Human-Computer Interaction Institute)

- Anastassia Drofa
- Peter Jones, Senior Web Engineer (MEDRAD)
- Benjamin Koh
- Rachel Springly Shipman
- Ray Su
- Bonnie John & Brad Myers (Faculty Advisors)

CMU Human-Computer Interaction Institute



- Interdisciplinary orientation, with faculty from Computer Science, Design, Psychology, Social and Decision Sciences, Robotics, and Business Administration
- 12-month, 12-course duration
- Substantial project component for external client, with a team orientation
- “The user is not like me!!!”
- <http://www.hcii.cmu.edu/>

The MHCI Project Course

- Capstone design course running two semesters
 - Spring semester: 12 hours / week per student
 - Summer semester: Students work full-time on project
- End-to-end design experience
- Real corporate customers
 - 2006: Emerson, Google, NASA, MEDRAD, Pittsburgh Voyager
 - Real clients
 - Real problems
 - Difficult deadlines
 - Working final prototypes and supporting documentation
- A chance to find out what kind of HCI practitioner students want to be
- A chance to show prospective employers what we can do

Client “Bill of Rights”

Clients are entitled to:

- Honest, constant communication
 - Plan of approach and schedule
 - Immediate notification of delays and problems
 - Reasonable turnaround and response
- See the project and its rationale as it develops
- Deliverables that work
 - Useable results of inquiry activities & tests
 - Prototype

HCI tools & methodologies to be employed

- Interviews, competitive analysis, process mapping, task analysis, user studies and many more
- Contextual Inquiry & Design
 - Similar to Ethnographic Research being employed currently at MEDRAD
 - Develop detailed models of the work studied: Flow, Sequence, Artifact, Cultural and Physical
- Iterative design and rapid prototyping
 - Lots of testing with real users
- Regular class critiques with students and faculty
- Project management
 - Initial project plan due Feb. 6-13

A high-level timeline for the project

- January – February
 - Understand client's scope and identify foci for project
 - Perform contextual inquiry studies with employees
 - Develop analyses and discuss with team
- March – April
 - Develop ideas for solutions
 - Sketches, mock-ups, low-fidelity prototypes (and user testing)
 - Develop formal oral and written presentation
- May – July
 - Implement the agreed upon solution
 - More user testing...
- August
 - Refine, test and document the solution
 - Deliver working prototype and all supporting materials

Initial candidates for Contextual Inquiries or Interviews

- Innovations Scientists and Research Engineers
 - Dave Griffiths, Kevin Cowan, Marty Uram, John Kalafut, Fred Trombley, Ed Rhinehart
- Machine Shop
 - Dave Reilly, Dan Kazousky
- IP Legal
 - Dawn Dedola, Jim Stevenson, Greg Bradley
 - Luci Shields (Notebook custodian)
- MEDRAD SBUs
 - Fahad Alradady, Bill Bullis, Al Hajek, Drawing team members
- Schering eNotebook implementation
 - Mathias Gotwald and Charlie Sodano
- IT services and support teams

Weekly meeting with client sponsors

- Identify regular 1 hour meeting to discuss status of project
- Weekly agenda and meeting notes to be provided
- Conference call or in-person








Intro to MEDRAD Innovations

- Review the organization of the Innovations team
 - What kind of professionals make up your team?
 - What are your team's goals & objectives?
 - What metrics do you use to measure performance?
 - How does Innovations interface with the MEDRAD business units (SBUs)?
 - How does Innovations interface with Schering?
 - Please describe the work atmosphere

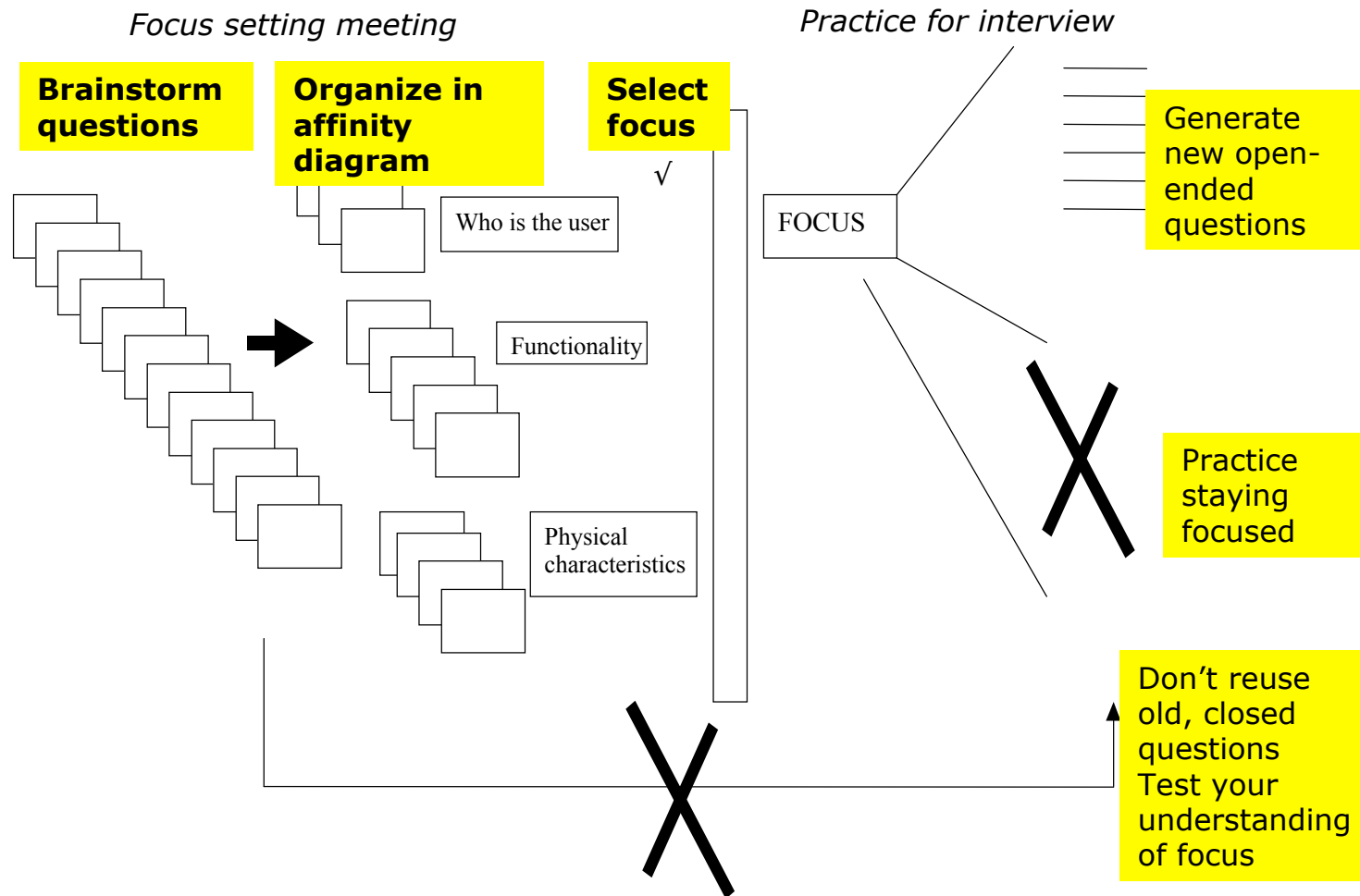
Intro to MEDRAD Innovations (cont'd)

- Discuss current IP processes at MEDRAD
 - Please provide an overview of how intellectual property is managed at MEDRAD
 - Please describe the roles that support your current processes
 - Please note where tools or systems are used to support the current processes
- Discuss scientists tasks in developing IP
 - What are the responsibilities?
 - What are the challenges?

Focus Setting

- Process for coming up with the focus for our Contextual Inquiry
- 7 steps to process:
 -  Form a team of stakeholders
 -  Brainstorm: questions, assumptions, design ideas
 -  Record the items generated
 -  Prune questions
 -  Do an affinity diagram with sticky notes
 -  Develop generalized focus statements
 -  Review the focus with the team

Setting and using focus



The first exercise

- Brainstorm: questions, assumptions, design ideas
 - Each group member brainstorms individually
 - Group meets and brainstorms
 - Delay evaluation during brainstorming
- Record the items generated (using Post-It notes)

Next Steps

- Prune questions
 - Defer Qs that participants cannot answer
 - Conclusions about other peoples' experiences
 - How large is the market?
 - Would you buy this product?
 - Separate "pet questions"
- Do an affinity diagram with sticky notes
 - Organizes ideas into a hierarchy
 - Built bottom-up
 - Put up notes from brainstorm, one by one. No need to justify why notes go together
 - When notes are collected together, give a name to represent the group (stating the work issue)
 - Are there higher-order groups?