

## DORIS + THE DATA MINE

ACADEMIC YEAR: **2021-2022** 



dorisresearch.com

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## WHAT AM I DOING HERE?



### Hi! Are you wondering why you are here and why you are doing this?!

Both, great questions. DORIS decided to partner with The Data Mine for two main reasons:

- 1. We love students.
- 2. AND, we need your help. DORIS has data...let me tell you...do we have data...BUT, it is not consistent and is not housed in a database.

#### That's where you come in

You are here to help us create a logic for our data, starting with the quantitative data we collect from our usability studies. (What's a usability study you may ask?!) Don't worry, we will tell you all about it.

#### Your impact

This project has the potential to really change our game. We are at a point where we are strategically growing and a part of that strategy includes this database. Your impact is really multifaceted from streamlining and creating efficiency to creating the ability for us to grow exponentially.

## WHAT CAN DORIS DO FOR YOU?

Well, we are a pretty fun group. (I am entirely biased in this, I know.) It is our goal to introduce you to a unique organization which uses quantitative and qualitative research in a niche consulting market of workplace research. You will not only learn about databases, but consulting, design thinking, project management, communication, not to mention working on a team in a professional environment. I am sure there is more, I just can't think of it at the moment.

#### **Students will:**

- Understand DORIS as an organization, DORIS' values, services, and how they engage with clients
- Learn to understand the structure of traditional DORIS usability research datasets

#### Project 1:

- Construct the logic for a database
- Build said database
- Create an instruction manual for DORIS researchers to query the database and add data in the future
- Construct the logic for a database
- Analyze the overall database for historic trends and create a report of findings.

#### Project 2:

- Understand current Challenge Defining deliverables
- Create new and updated visualizations for reporting from usability and interview data
- Create visualizations from a real use case (Semester 1)
- Create the visualizations for the report of findings with Team 1.



## OK, REALLY. WHAT ARE WE DOING?

## HERE'S THE BREAKDOWN -- FALL 2021

## Week

#### AUGUST 23 -SEPTEMBER 3

8.24 :: First Team Meeting

8.26 :: Tooman at Purdue

8.31 :: Team Meeting

ALL STUDENTS -

Team building

Read through the orientation manual and syllabus,begin to understand DORIS services, research, and usability studies.

Read through 4 example documents to understand application of data

Begin familiarizing with DORIS datasets

## SEPTEMBER 7 - 17 9.6 :: Labor Day (no class)

9.7 :: Team Meeting

9.14 :: Team Meeting

ALL STUDENTS -

Understand usability data, how it is collected, resulting datasets including definitions and variables.

DATABASE TEAM -

Begin working out how they are connected, identifying similarities and differences.

DATA VIZ TEAM -

Begin creating visualization protoypes for discussion in team meeting on 9.21

## SEPTEMBER 20 -OCTOBER 1

9.21 :: Team Meeting

9.28 :: Team Meeting

DATABASE TEAM -

Students continue understanding the relationships between the datasets and variables.

Begin an expression tree.

DATA VIZ -

Continue with data visualizations.

Receive Ivy Tech datasets with historical trends, FTE, and enrollment - draft visualizations of these datasets

## 7 + 8

## **OCTOBER 4 - 15**

10.5 :: Team Meeting 10.12 :: NO Team Meeting --Fall Break

DATABASE TEAM -

Complete expression tree explaining relationships between datasets to establish the basis for the database.

Draft 1 expression tree due October 15 (designed using DORIS branding)

DATA VIZ TEAM -

Receive Ivy Tech usability final dataset- understand its construct

Continue visualizations of Ivy Tech historical datasets.

## HERE'S THE BREAKDOWN -- FALL 2021

#### Week **NOVEMBER 29 -OCTOBER 18 - 29 NOVEMBER 1 - 12 NOVEMBER 15 - 26 DECEMBER 10** 11.16 :: Team Meeting 10.19 :: Team Meeting 11.2 :: Team Meeting 11.30 :: Team Meeting 11.23 :: Thanksgiving Team 10.26 :: Team Meeting 11.9 :: Team Meeting Meeting 12.7 :: Team Meeting DATABASE TEAM -DATABASE TEAM -11.24 - 27 :: Thanksgiving ALL STUDENTS -Break (no class) Review expression tree, make Database construction Discuss end of semester any changes updates. Final DATABASE TEAM -DATA VI7 TFAM roundup :: Need deliverable decision tree due October 26 and documentation of progress Receive feedback on Database construction (designed using DORIS branding) made and next steps for spring. visualizations, make edits/ Begin drafting instructions for Begin database construction, adjustments. Potential presentation to DORIS **DORIS** employees meet with RCAC as necessary Team. Second draft due 11.9 DATA VIZ TEAM -DATA VIZ TEAM -This week held for any last Visualizations of Ivy Tech minute changes prior to DORIS usability datasets deadline. Draft 1 visualizations for CD document due October 19 (designed using DORIS branding) \*Thanksgiving Team Meeting\*

## 2022 - SPRING SEMESTER, HERE WE COME!

**JANUARY 24 -**

1.25 :: Team Meeting

2.1 :: Team Meeting

DATABASE TEAM -

DATA VIZ TEAM -

trends report

dashboard for Ivy Tech

Analyze database for trends

Potentially create interactive

Visualizations for historical

**FEBRUARY 4** 

## Week

#### 5+6

FEBRUARY 7 - 18

2.8 :: Team Meeting

2.15 :: Team Meeting

ALL STUDENTS -

Discuss findings and progress

Begin creating content for report and poster

DATA VIZ TEAM -

Potentially create interactive dashboard for Ivy Tech - ALL DORIS final deliverables due mid-February

### 7 + 8

## FEBRUARY 21 -MARCH 11

2.22 :: Team Meeting

3.1 :: Team Meeting

ALL STUDENTS -

Continue analysis, trends and visualizations of database

Content writing for report and poster

analysis Ivy Tech visualizations

Reporting and database

**JANUARY 10 - 21** 

1.18 :: Team Meeting

ALL STUDENTS -

next steps

1.11 :: First Team Meeting

1.17 :: MLK Day (no class)

Beginning of semester planning

assess where they left off and

Check in on all projects to

Historical reporting for trends and analysis

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## 2022 - SPRING SEMESTER, HERE WE COME!

Week
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9	10 + 11	12 + 13	14 + 15
MARCH 14 - 19	MARCH 21 - APRIL 1	APRIL 4 - 15	APRIL 18 - APRIL 29
Spring Break No Class!	2.22 :: Team Meeting	4.5 :: Team Meeting	4.19 :: Team Meeting
	2.29 :: Team Meeting	4.12 :: Team Meeting	4.26 :: Final Poster Session
	ALL STUDENTS -	ALL STUDENTS -	ALL STUDENTS -
	Data visualizations for final reportRevisions of final reportand posterPotential trip to DORIS Corporate	Revisions of final report	Prep for presentation
		Poster printing	
	Final report for DORIS should be DORIS branded with the opportunity for publishing to their client and partner base.	in Indy	Final version of report to DOF Corporate
	Draft of final report due for proofreading and editing		

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## WHAT SHOULD I DO?

Ultimately, you choose. We will all work together and probably do some of each other's roles at times. The following are an idea of how we may set up the team.

#### Project Manager (x2) - TA

This person is tasked with keeping track of all deadlines, projects, and logistics for the team. They are responsible for keeping the line of communication open between the DORIS Mentor and individual students on the team.

- Works closely with all members of the team, DORIS Corporate mentor, and any Data Mine or RCAC staff
- Keeps the DORIS mentor informed of all progress and/or challenges throughout the year
- Works in conjunction with the DORIS mentor to build the team culture
- Works closely with the DORIS mentor to understand the business of DORIS, services they offer, and the greater business impact of the project

#### **Database Engineer**

This person is responsible for understanding the construct of the datasets DORIS generally collects both quantitatively and qualitatively. They also should have an understanding on how it all connects; will work very closely with the database analyst.

- Constructs the database and works closely with the RCAC team from Purdue to ensure it is constructed correctly, and is easily accessible by DORIS Corporate
- Works closely with the communications associate to create the how-to manual and expression tree for DORIS Corporate employees to use after completion of the project.
- Works closely with the analyst to ensure they understand how to query the database for necessary information to analyze.

#### Analyst

This person is responsible for understanding the construct of the datasets DORIS generally collects both quantitatively and qualitatively, and how it all connects. They will work closely with both the database engineer and the communications associate.

- Fully understands how to query the database and analyze the data for insights
- Works closely with the database engineer to gather data by querying the database then analyzing it for insights
- Works with the communications associate to provide insights, recommendations, and content for the final reports

#### **Communications Associate**

This person is responsible for understanding the construct of the datasets DORIS generally collects both quantitatively and qualitatively. Additionally and more importantly, this person is responsible for the written and visual communication of all project output for the team to DORIS Corporate.

- Works closely with every member of the team to ensure all document content is reported accurately and is of quality
- Creates the content and visualizations of data graphics for reports, presentations, and posters
- Maintains the DORIS brand, which may include conversations with the marketing strategist at DORIS Corporate.







#### Data Visualization Specialist (x2) -

This person is responsible for understanding the construct of the datasets DORIS generally collects both quantitatively and qualitatively in order to create the most appropriate applications of visuals. They will work closely with the project managers:

- Fully understands the datasets provided for key insights
- Can communicate key insights visually to a non-scientific audience
- Works with the communications associate to provide content and graphics for final reports





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## WHO IS DORIS?



#### DORIS was created as the solution to a challenge

DORIS' founder, Sam Julka, believed there was a better way to create work environments through empowering and including all individuals within an organization. As she researched design thinking in graduate school, it became clear that a design thinking process could be the solution to more effective workspaces for people. From there Sam wrote a thesis on using design thinking tools with organizations considering making physical changes to their space. That thesis was the spark that lead to the creation of DORIS.

#### We've accomplished a lot!

Since our founding in 2012, DORIS has worked with **over 100 organizations** and **over 10,000 stakeholders** across the country. We've worked with a **wide range of industries**, from corporate businesses to manufacturing to higher education. Over the years, we've also expanded our range of services. Although DORIS started out as a workplace research firm, we now offer four distinct services: **Research, Readiness, Reflection**, and **Revitalization**. DORIS guides an organization from its first thoughts about changing the workplace, through communicating the change, working with employees to establish the best ways to use the new space and assessing the success of the final result. Through all services, DORIS is committed to the empathetic, people-centered tenets that it was founded on. **DORIS** is an acronym that stands for **Design Oriented Research for Impactful Solutions**, but there is also a face behind the letters: Doris Sodersten, Sam's grandmother. The legendary Doris lived to the ripe old age of ninety-eight. Her spirit of ingenuity, positivity, and "get it done"-ness informed and inspired the vision of DORIS and continues to inspire us today.

#### **Our Vision**

To positively enhance the lives of people through extraordinary research!

#### **Our Mission**

Empower people to make thoughtful, creative, and data driven decisions as it relates to their organization's environments.

# DORIS SERVICES

## RESEARCH Turning workplace insights into workable solutions.

Before you begin a workplace change, DORIS helps to make the most of your investment. We're industry leaders in workplace research. We collect and analyze data so you can make informed and effective decisions, eliminating doubt and waste. We go beyond best practices, doing a deep dive into your space with a people-centered, customized experience.

## READINESS

#### Change doesn't have to be hard. We make it easy.

When you're in the beginning stages of a workplace change, DORIS helps all employees successfully navigate the coming transition. We build change competency and co-create the future workplace together. No one gets left behind or left out.

## REFLECTION

#### Give your space the performance review it deserves.

Once your workplace change is complete, DORIS helps to analyze the effectiveness of your new space. We examine the effect on employee productivity and morale, company culture, and overall satisfaction to help determine the ROI on your new workplace.

## REVITALIZATION

#### The pandemic workplace is different for everyone. Let's define what it means to your team.

COVID-19 has changed the way we work and live. Now that we're adjusting to this new landscape, there are still a lot of questions about the effect on the workplace and employees' comfort and willingness. When you're ready to reopen, DORIS helps you prepare with a people-centered, respectful process.

**Corporate** - We are working on expanding the suite of services available to our franchisees as we develop the business model further. Right now, Readiness, Reflection, and Revitalization are only offered by Corporate, but keep an eye out for the opportunity to offer these in the future!

# WHO IS TOOMAN?

## GOOD QUESTION, WHO IS SHE?

#### We all call her Tooman, her name is technically Meghan.

You can call her anything you want really. Well not REALLY, she probably won't answer to 'Hey You', 'Lazy', or Mrs. Tooman.

#### She doesn't look like a statistician.

Yep, she's heard that before. You probably shouldn't say that to her face, though, she doesn't take kindly to it.

And, she is a statistician. She graduated with her Masters in Applied Statistics from Purdue actually, and then taught as a lecturer after graduating for about 5 years, so she knows Mark Ward, Ellen Gundlach, and Maggie Betz pretty well. After leaving Purdue, she continued teaching at IUPUI for another 3 years.

All the while, she was freelance consulting from her own consulting business called Statistical Research Solutions. She joined DORIS full-time in 2019.

But that's not when her relationship with DORIS began, oh no, she consulted for them initially through her business and that started in 2016, so she has known Sam for a while.

#### Her Values:

ACCOMPLISHMENT - She gets all excited when they close a deal, finish a project, or she can cross something off her checklist. Just watch!

DETERMINATION - Some may call it stubborn or hard-headed, but this lady just does not give up. If she says she is going to do something, whelp, she is going to follow through and make darn sure it is on time.

- Oh you will hear all about her family, from her cute 3 year old daughter Nora to her car loving husband to her brothers and mother and grandparents.

TEACHING + LEARNING - She's here isn't she?! She just couldn't leave you students behind. She has a real passion for learning, so we are sure she will be right next to you, super curious about what you are doing and how you are doing it. She might ask a lot of questions, but don't worry, it is because she is truly interested. And she will probably be your biggest cheerleader, or Disney princess, whichever.

RESPONSIBILITY + SERVICE - Oh yeah, this one. She stresses out from that whole determination thing. If you ask her to do something, she is probably going to say yes. And if you need help, she will p;probably volunteer to help.



## EXTERNAL RESEARCH PROCESS

8-Step Design Thinking Process

C.C.C.I

## What DORIS Does

DORIS uses a design thinking process. The client facing process is called the external process, and is standardized and optimized with specific areas for customization. The internal process is that which the project team goes through; it is slightly more flexible, geared toward creating the best service possible for the client.

## **External vs. Internal Process**

DORIS separates out the external process from the internal process for a few reasons. First, the client does not need to know about all the extra steps the project team takes to create a great service for them. DORIS wants the service to look as simple, smooth and flawless as possible from the client perspective. Second, the additional steps in the internal process ensures that all DORIS materials are the best they can be and that each project team is conducting a workplace research project in the same, consistent manner. The following pages show a breakdown of both the external process clients follow, and the internal process DORIS follows.

## **The External Process**

DORIS leads clients through an 8-step design thinking process usually geared toward investigating the physical workplace. The first half of the project determines the current state of the workplace - what is and isn't working for people today. Then, the second half of the project looks to the future - how can current challenges be solved and what do people want and need from their ideal future workplace. Best practices and industry knowledge can be included, though it isn't DORIS' responsibility to provide solutions for people, rather DORIS leads them through the process in order to gather and report valuable data.

Address the need for change.

In the DORIS eight-step process, the Fuzzy Situation gets the proverbial ball rolling. The client may not fully understand what the area of opportunity is; this is called their "fuzzy situation." Fuzzy situations happen when they know there are questions to answer which need further investigation.

## **Onsite or Virtual Activity**

**Project Alignment Meeting with Leadership** 

DORIS meets with the client leadership team to align on the process and goals of the project. This meeting determines the research strategy, influenced by what leadership prioritizes. Leadership also defines success for the end of the workplace research project.

## What to Expect in the Meeting

- + DORIS engages the leadership team in a conversation about the project, goals, and what leadership wants to learn about the workplace from stakeholders.
- + On-site: Leadership is asked to write thoughts and ideas on Post-its.
- + Virtually: Leadership uses a tool (generally in Google Sheets) to record their thoughts and ideas.

DORIS DELIVERABLE
Project Basics document



Kick off the project with all stakeholders involved.

Project Orientation brings all of the stakeholders engaged in the project together to talk about the Fuzzy Situation, showing people the process and informs them how to move forward through communication channels set up.

## **Onsite or Virtual Activity**

#### **Kickoff Meetings with employees**

DORIS hosts a series of Kickoff Meetings with groups of roughly 25 stakeholders at a time, either at the client site or via web conferencing. The goal of these meetings is to prime stakeholders by introducing the project team, going over the goals of the project and expected engagement.

## What to Expect in the Meeting

- + DORIS will present the project, reviewing the 8-step design research process, and informing people about the types of engagement that will occur over the course of the project.
- + Stakeholders are asked to participate in a short data gathering and team-building activity.



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Gather data through various research methods.

In Fact Finding, DORIS gathers as much data as possible in order to begin understanding the Fuzzy Situation, using both qualitative and quantitative data gathering methods to find overarching patterns about how the workplace is used and viewed today.

## **Onsite or Virtual Activity**

Interviews with employees - 3A

DORIS researchers conduct one-on-one interviews or focus group interviews with stakeholders, depending on the size of the project. The goal of the interviews is to gather in-depth qualitative data about what is and isn't working in the workplace today. The interview protocol is customized to prioritize based on the project basics and what leadership wants to learn.

## What to Expect in One-On-One Interviews

- + Each interview includes one DORIS Researcher and one stakeholder
- + DORIS conducts interviews in private settings
- + Interviews take approximately 30 minutes
- + All data is reported anonymously

## What to Expect in Focus Group Interviews

- + Each interview includes one DORIS Researcher and up to 20 stakeholders
- + Focus group interviews take place in a private setting
- + Interviews take approximately 60 minutes
- + All data is reported anonymously outside of the group



## **Onsite Activity**

Usability Study - 3B

The Usability Study is an opportunity to collect in-depth quantitative data about the workplace and how it is used today. DORIS looks for overarching patterns about when, where, and how people use their current workplace. DORIS collects data on the general activities within each space and the number of people; variables can also include decibel sound measurements, items in the space, and others depending on the client's specific needs.

## What to Expect in Usability Study

- + DORIS researchers walk a set path through the workplace once every hour
- + The usability study takes place during the workplace's standard business hours over 2 weeks, unless special days or time requirements have already been established with the leadership team
- + Data is recorded at spaces including workstations, offices, meeting rooms, and common areas
- + Between rounds of walking the path, researchers sit at a home base location

## **Virtual Activity**

#### Virtual Usability Study - 3B ALTERNATE

Virtually, the individual stakeholders are responsible for reporting their activities quantitatively on their personal mobile device. Using this information, DORIS again looks for overarching patterns which organizations can use to understand how employees are working and what space needs they have.

## What to Expect in Virtual Usability Study

- + DORIS hosts orientation meetings with stakeholders to help them download the application and learn how to use it to record their data.
- + Stakeholders report their daily activities for 2 or 3 representative business days.



Draft and review challenges the client is facing today.

In Challenge Defining, all the data gathered is synthesized in a meaningful way, reporting findings to the client with the goal of making the Fuzzy Situation much less fuzzy. Problems or opportunities turn into challenges, which are actionable, specific statements that the client can solve. Client leadership will prioritize which challenges they want to address in idea generating and prototyping with stakeholders.

## **Onsite or Virtual Activity**

#### Challenge Defining workshop with Leadership

All data is synthesized into a Challenge Defining document, which provides detailed information on how the workplace is used today, and what challenges employees face related to their physical space. In the Challenge Defining workshop, the DORIS team presents the data to leadership. Leadership aligns on strategy for the second half of the project.

## What to Expect in a Challenge Defining Meeting

- + Each attendee receives a printed or pdf copy of the Challenge Defining document
- + DORIS presents all data gathered
- + Leadership engages in a conversation about what they heard
- + Leadership participates in short activities to rank challenges by importance and prioritize for ideation and prototyping

DORIS DELIVERABLE Challenge Defining document



Use generative tools to gather ideas from everyone.

Challenge statements are used to spur facilitated idea generating sessions where stakeholders generate many solutions for one challenge using divergent thinking methods. Then, stakeholders converge or narrow down to top ideas.

## **Onsite or Virtual Activity**

#### Ideation Sessions with employees

DORIS conducts a series of Ideation Sessions with roughly 25 stakeholders per session. In each session, stakeholders are asked to generate a large quantity of diverse ideas centered around solving the challenges leadership identified in the Challenge Defining meeting. The goal is to go beyond obvious solutions, producing a wide range of ideas.

## What to expect in Ideation Sessions

- + Stakeholders split into small groups and are asked to answer a series of prompts
- + Each group votes on their top ideas to flesh out and pitch to the group
- + Ideation Sessions are high-energy and fast-paced, giving all stakeholders an equal voice



Create low fidelity prototypes and solicit feedback.

After top ideas are narrowed in ideation session, people build low-fidelity prototypes of those ideas using a variety of materials like cardboard, paper, tape, and LEGO, in an effort to test their ideas immediately. Generally, people plan and build their own ideas, although sometimes DORIS may build along with them.

## **Onsite or Virtual Activity**

**Rapid Prototyping Sessions with employees** 

DORIS holds a series of Rapid Prototyping Sessions with roughly 25 stakeholders in each. The goal of rapid prototyping is for stakeholders to build models of elements of the future workplace, filling in details based on ideal requirements, and initially test whether the ideas will succeed in their workplace.

## What to Expect in Rapid Prototyping Sessions

- + Stakeholders work in small groups
- + On-site: each group is given a scenario and asked to build a 3D representation of it using supplies like cardboard, tape, and blocks
- + Virtually: groups use Google Slides to build certain prototypes using pictures, graphics, text, and imagery
- + Each group records the details of their prototype and presents it
- + Everyone evaluates each prototype, giving feedback about what works, what doesn't, and whether they would like to see it implemented



Create an Action Planning document from all gathered data.

This is compiled from idea generating and prototyping, as well as any data from the first half of the project, and placed into a document that shows what conceptual solutions might be implemented in the future. Your job is not to present a floor plan or design, but to show overarching patterns of what employees want and need to see in their future workplace, informed by best practices and industry knowledge.

## **Onsite or Virtual Activity**

#### Action Planning meeting with leadership

DORIS meets with Leadership presenting the top solutions for the future workplace, derived from the data collected in ideation and prototyping. All solutions presented are conceptual, concentrating on giving leadership information about what is valued by employees that can be implemented at different scales.

## What to expect in the Action Planning meeting

- + Each attendee will receive a printed or PDF version of the Action Plan document
- + DORIS presents all data gathered
- + Leadership participates in a short discussion to prioritize solutions

DORIS DELIVERABLE
Action Plan document



Attend any necessary follow-up meetings as the clients move forward.

## **Onsite or Virtual Activity**

Meetings or phones calls with leadership and/or implementers

After the project is complete, DORIS stays in touch! As clients begin making decisions, DORIS provides support giving information as needed. Depending on the client, this might mean attending meetings with potential implementers like architects or interior designers to present DORIS data and make sure it is reflected in the design. DORIS also offers Readiness, Reflection, Revitalization, and workshops to support organizations through all steps of change.





## Let's Do the D@\*N Thing!

We can do the work and have fun while doing. But if every there is a time you need me, please reach out.

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