



ITL 2021 On Demand Session Digital Poster (ODP-01)

ENGAGING EXPERIENTIAL EXERCISES
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Directions for the six exercises posted on Blackboard LMS:

Paper Airplane Exercise

1. Gather the following materials:
 - One 8 1/2 inch piece of paper (regular weight).
 - One pair of scissors.
 - (regular tape as needed)
2. Create your paper airplane using the paper. **Note:** You may cut the piece of paper and tape together different pieces of the paper as needed.

NOTE: You may conduct research on the Internet to come up with a design. You can also try out several designs (just use a new piece of paper) or make modifications to your paper airplane after trying out the design (but do not use more than the one piece of paper).

3. Fly your paper airplane. Practice several times. The airplane should perform **one** of the following either indoors or outdoors:
 - One or more loops before hitting the ground. A loop is considered one full circle.
 - At least one second in the air before hitting the ground. **Here's my paper airplane and flight - you will do much better!** [Transcription of video: Prof Meamber shows close ups of paper airplane before flying it. It flies and hits the ground. Prof Meamber walks over to where it has landed on the ground to pick it up.]

Video with Audio Description (0.22)

https://plugin.3playmedia.com/host?ad=1&ad_autoplay=1&ad_default_source_volume_control=0&ad_source_volume_control=0&data_partner_id=1601031&itx=0&mf=6631334&p3sdk_version=1.10.6&p=11042&pt=434&video_id=1_3ky335t2&video_target=tpm-plugin-xgst8uad-1_3ky335t2

4. Create a video of your paper airplane flying. You may try to record the video yourself or ask a person inside of your household bubble to record it while you fly the paper airplane.

How to create a video:

- Record and upload to My Media on the Blackboard Course site, using Mobile Media Uploads instructions: [here](#).

OR

- Record a video clip using a tablet or smart phone in mp4 format, and save on your computer. Read how to upload the video file to [My Media](#).

Note: Find more help with Kaltura [here](#).

5. Upload the video to this discussion forum. Select "**Create Thread**" in this discussion forum to submit your video. Read [how to submit the video to the discussion board](#).
6. Answer the following questions in the same discussion board posting:
 - Did you research your design?
 - Did you try multiple designs or make any modifications to your initial product design after trying it out? If yes, how many designs did you try and/or what modifications did you make?
 - How many times did you practice to get the performance you desired for the video?

Winners in several categories (loops, time in the air, etc.) will be announced after grades are assigned.

This is a graded/required assignment worth 10 points. It is due on Sunday by 11:59 pm.

Source:

Paper Airplane: Adapted from: STEM Paper Airplane Loops <https://www.madison-schools.com/cms/lib4/MS01001041/Centricity/Domain/410/Jumpstart%20activities%201index%20card%20loops%203catapult%204sculpture.pdf>

Opposites Attract Exercise

1. Select "**Create Thread**" in this discussion forum.
 - In your Introductions in the discussion forum on Blackboard, you were asked to list your least favorite activity – list it again in this discussion forum.
 - Brainstorm a product idea that solves your disliked activity and describe it. It should be feasible – i.e., your team could use it as the idea for the team product.

This part is due on Thursday by 11:59 pm.

2. As individuals, please review each of product ideas provided by your team members in part 1 in this discussion forum. Pick out your team members' submissions from the threads created in part 1. Select "**Reply**" and provide a suggestion to improve the idea **OR** provide another idea of your own to complete the activity for each of your team members. NOTE: You are replying to the original postings; you do not have to reply back to each of your team member's replies to you.

This part is due on Sunday by 11:59 pm.

This is a graded/required assignment worth 6 points.

Source:

Opposites Attract: Adapted from: 12. Opposites Attract Challenge <https://www.slu.edu/parks/current-students/docs/innovation-challenges-vol-2.pdf>

Jobs to Be Done Exercise

1. Select "**Create Thread**" in this discussion forum.
 - Choose a task that you are required to do and describe it.
 - Tell us what is difficult about completing the task.
 - Think up an idea to improve your completion of the task. It can be feasible or infeasible – be creative!

This part is due on Thursday by 11:59 pm.

2. Pick a task and idea your classmate(s) wrote about, select "**Reply**" and provide a suggestion to improve the idea **OR** provide another idea of your own to solve the problem or complete the task.

This part is due on Sunday by 11:59 pm.

This is a graded/required assignment worth 6 points.

Source:

Jobs to Be Done: Adapted from: Do the Job <https://disruptorleague.com/2017/08/29/29-innovation-activities-for-your-next-ideation/>

What's In Your Residence Exercise

1. Pick an item/product in your place of residence. Think up a new name (brand) for the product, and identify a potential target customer profile (customer persona) for the product. The customer persona must include:
 - Descriptive name (e.g., Foodie Frank OR Foodie Francine)?
 - Demographic information (family, education, gender identity, income, etc.)?
 - Key values and beliefs?
 - Job/Employment Details?
 - Where do they go for information?
 - What are their media habits?
 - What are their hobbies/leisure activities?
 - What motivates them to share information with others?
 - How are they trying to create a meaningful life?
 - What specific challenges do they face?
 - What are their hopes and aspirations?
 - What are they afraid of?
 - From where do they draw their identity (e.g., work, family, hobbies, etc.)?
 - What products and services do they buy/consume related to your product?

Select "**Create Thread**" in this discussion forum. Post a photo or description of your product, along with the new name/brand, and target customer profile.

This part is due on Thursday by 11:59 pm.

2. Pick one of the items/products your team members posted about, select "**Reply**" and provide 1-3 sentences of feedback on the name and/or customer persona.

This part is due on Sunday by 11:59 pm.

This is a graded/required assignment worth 15 points.

Source:

What's In Your Residence?: Adapted from: 30. What's On Your Desk? <https://www.betterteam.com/team-building-activities>

Squiggle Birds Exercise

This is an extra credit opportunity worth **UP TO 2 points total**. It is **DUE on Sunday by 11:59 PM**.

- Requirements: Submit a 1-2 minute video (double check your submission and to the best of your ability make certain I will be able to view the video) of your practice completing the Squiggle Birds exercise that cultivates creativity and visual thinking. You have several options of materials to use to complete the exercise:
 - Option 1: Use a sheet of paper and a pencil/pen and draw the squiggle birds. Note: you will need to have a person in your household bubble take the video or use a tripod or other means of standing up your video device to record your practice. **You only need to show your piece of paper and hand drawing the squiggle bird.** After you have recorded and saved your video, upload it here.
 - Option 2: Use an online drawing program that you are familiar with and have access to that has a recording feature or set up your video device to record (or have a member of your household bubble record) your screen as you use the drawing program. **You only need to record your screen as you draw the squiggle birds.** After you have recorded and saved your video, upload it here.
 - Option 3: If you have a Mason or other account with Zoom that will allow you to record a meeting, you can start a meeting with yourself as participant and pull up the whiteboard and draw and record the session, save it, and upload the video. **You only need to record the whiteboard of you drawing the squiggle birds, so minimize or hide the video panel of your face so you are not shown on screen.** Click [here](#) for instructions. (link will open in a new window)
- **For the instructions of how to do the exercise - watch this video by clicking [here](#).** (link will open in a new window)
- For information on a Zoom account from Mason and Zoom whiteboard see the following (link will open in a new window)
 - [Mason Zoom account](#)
 - [Zoom whiteboard](#)
- To see my attempt using a Zoom whiteboard watch this video. **Note: you do not have to have background music with your video.**

Video with Audio Description (1:10)

https://plugin.3playmedia.com/host?ad=1&ad_autoplay=1&ad_default_source_volume_control=0&ad_source_volume_control=0&data_partner_id=1601031&itx=0&mf=6631335&p3sdk_version=1.10.6&p=11042&pt=434&video_id=1_04id9px0&video_target=tpm-plugin-umpxzt3-1_04id9px0

Source:

Squiggle Birds: Chris Glynn and Dave Gray <https://gamestorming.com/squiggle-birds/> and music Cat Walk 371 @Mixkit.co

Taglines Challenge Exercise

1. Read and take the interactive quiz on taglines at *USA Today*. **IMPORTANT: MAKE CERTAIN YOU CLICK ON THE QUIZ. NOT ON ONE OF THE ADS AT THE SITE.** GO TO <https://www.usatoday.com/story/money/media/2018/03/19/kfc-kay-jewelers-those-easy-can-you-match-these-other-slogans-and-brands/433176002/>
2. Select "**Create Thread**" in this discussion forum. Pick a tagline (slogan) that you've read about in #1 or another tagline that you are familiar with, and analyze it based on what you've learned about USPs/taglines. Write out the tagline and tell me and your peers why it is a good tagline or why it is not in 200 words or less. Do not just repeat what is discussed in the readings. Apply what you've learned about USPs/taglines in this lesson in your analysis.

This is a graded/required assignment worth 10 points. It is due on Thursday by 11:59 pm.

Source:

Taglines Challenge: Adapted from: 4. Logos and Taglines Challenge <https://www.slu.edu/parks/current-students/docs/innovation-challenges-vol-2.pdf>
