Design Project No. 3

Creating Infectious Action: Hip Hop Style

Goal:
To better understand the role of stories, word of mouth, authenticity and pre-promotion in generating sales for certain products, services and experiences.

Assignment:
You will use the design process to create infectious action around Hip Hop, one of the most successful popular phenomenon in American culture. With this assignment, you will learn about the interplay between production and consumption in the business of Hip Hop.

In this assignment, you will create infectious action around one of four upcoming Hip Hop artists who will come to the Stanford campus to perform on May 10th, 2006 at 8pm at the CoHo. You will be required to generate $300.00 to fly your artist in from Arkansas, New York, or Colorado for a performance. The balance of the fly out cost will be assumed by the teaching team.
Resources:

To spread infectious action around the artist that you are assigned to, each group will have access to:

1. Myspace accounts and artist biographies
2. Access to your artist for an interview in order to get more insight into how to spread infection action around him
3. 50 CD’s of your artist’s single. Although you may use any entrepreneurial method to generate fly out fares for your artist, you may sell the CDs as one of the methods. You may use the CDs for any purpose. Your 50 CDs will be given to you on April 27th.
4. Coaches + Teaching Staff
5. Lifeline (see below)

Success:

Success will be determined by the development of your own design process, your individual and team’s contribution to the class’ success in creating the final Hip Hop performance on May 10th, and your team’s ability to create innovative infectious action using the design process throughout the next three weeks. Specifically, success could be defined by:

1. Getting Media Play: Successfully pitching your artist to media venues and getting them to play your artist’s music on the radio broadcast

2. Spreading Hip Hop Style: Increasing interest in Hip Hop music and culture

3. Generating Interest for the Hip Hop Performance:
   a. Generating enough cash to fly your artist for May 10th performance at the CoHo
   b. Getting the most number of people to attend your artist’s performance. You will need to create a flyer or some other identifier that audience members will bring to the show. A member of your group will tally tickets/flyers/etc. during the show
4. **Being Authentic and Innovative:**
   a. If you develop a strong point of view through by interacting **face to face** with people during understand and observe phase, your approach will likely be authentic
   
   b. This assignment is ideal for **rapid prototyping** – a critical tool for innovation. Aim to prototype as many ideas as possible. Try out wild ideas. Try our ideas that you think might fail. The more you try, the farther you’ll get. Go for quantity on this project. Less talk, more action

5. **Demonstrating individual growth** in your design process

6. **Contributing to your classmates’ success and experience**

**Learning Objectives:**

To gain insights into:

1. Using the design process to create infectious action around Hip Hop.
2. The role of rapid prototyping in the human centric innovation.
3. The differences and similarities between making and selling of Hip Hop
4. Grass roots techniques for creating infectious action

**Lifeline:**

Each team may contact Tsedal Beyene ([tsedal@stanford.edu](mailto:tsedal@stanford.edu)) twice by email to ask for assistance.

**Deliverables:**

On Thursday, **May 4** at **3:15pm**, you must submit a written/drawn/etc. mid term project report to the teaching staff. Please submit a copy of your report to your coach as well. Based on your report, we will assess and give you feedback on your progress. The report should include:

- Explanation of the target group(s) of your design efforts
• Articulated point of view on the project (POV)
• Clear statement of what the intended infectious actions are for all stakeholders for which you’re designing
• Evidence of initial prototypes. Actual prototypes are preferred, however if not possible, a description of the prototype is sufficient. For each prototype, please describe what worked and didn’t work. We would rather receive 20 prototypes with 2 that worked and learning from 18 that didn’t work than receive 2 prototypes that worked and no “failed” attempts. Through rapid prototyping, you increase your learning dramatically. “Failing” is key to successful design work.

By Wednesday, **May 10, 8pm** you will have generated interest in your artist’s performance at the Coho. A member of your team will be responsible for assessing the number of audience members you draw to the event.

By Thursday, **May 11** you must have used a human-centric design process to identify, create, and *implement* solutions to create infectious action around your hip hop artist. In addition to having created working prototypes, you must be able to:

• State your strategy for creating infectious action
• Articulate your success metrics and how they’ll be generated. Consider success for both the process employed and designs created for this assignment
• Create a working of list of design principles around CIA that you can build on, share and modify for the rest of the quarter
• Demonstrate the use of rapid iteration in your design process

You will present your team work in front of the class for review by Tsedal Beyene, your peers, and the teaching staff. You may also be asked to present your individual progress in front of the class.

**CIA Post**

We will ask you to hand in your individual CIA Post on Thursday **May 11**th.
Key Dates for the Hip Hop Assignment

April 20th

Introduction to the Business of Hip Hop by Tsedal Beyene and Brian Rikuda

April 27th

You will get information on your artist and 50 singles of their music.

May 4:

Email up date to the entire teaching team.

May 10th at 8pm

Hip Hop Performance at the CoHo

May 11th

Presentation of work and Hip Hop Project debrief with Tsedal Beyene

Again, most importantly, have fun!