

31247 Collaborative Business Processes

Assessment Item 2: Solution Concept

Individual (30 marks)

Due: 8 May 2017 (Week 8) Monday 11:59PM (Turnitin)

Submit an individual report (up to 20 pages) on your proposed solution.

By Monday, 8th May, 11:59PM, submit your report to Turnitin in 'Assignments' folder. The file name should be in this format "*Assign1_StudentID_StudentName_Pod#*"

Use the template provided on UTSOnline.

You need to come up with product or service ideas to solve the problem you have defined in the previous assessment item. This may be a completely novel solution or an improvement to an existing solution.

Tasks for your Assessment Item 2:

Task 1: Problem definition

(2)

Reiterate your problem statement and scope from Assignment 1 as well as the evaluation criteria and the assumptions / constraints related to the criteria. You are able to refine your problem definition further from your previous assignment.

Task 2: Background research

(6)

Search for information about existing solutions, including proposed solutions, to the problem you have defined from reliable sources. Provide in-text references (citation) in this section clearly to show where you found the information.

Task 3: Ideation

(3)

Propose multiple ideas with brief descriptions to solve the problem from Task 1. These ideas have to be your own and original. If necessary, clarify how your idea is different to existing solutions.

Task 4: Selection of idea

(1)

Select one of the ideas you have proposed and explain why you have chosen the particular one over others. Support your argument.

Task 5: Stakeholders

(6)

- Identify and provide a list of stakeholders who would be directly impacted by your solution. List impacts (harms and benefits) to major stakeholders from your solution.
- Create either personas or empathy maps for two groups of stakeholders.

Task 6: Processes**(6)**

Identify which existing processes would need to be changed to implement your proposed solution. Provide a list of processes (including new processes), indicating the stakeholders involved in each of the processes.

Draw two process diagrams (for example, flow charts) for an existing and an improved process (before and after) to show your proposed change.

Task 7: Value proposition**(3)**

A value proposition is the factor which is 'what makes the customer choose your service or product'. Identify the value proposition of your proposed solution.

Task 8: Pitch your solution**(3)**

Present your problem and solution in the class (Week 7).
(*Details to follow*)

Marking Criteria

Tasks	Marks
1. Problem Definition (2)	
a. Clarity and specificity	1
b. Suitable evaluation criteria	1
2. Background (6)	
a. Relevance	1
b. Depth/Understanding	2
c. Quality of sources	2
d. Citation/Referencing	1
3. Ideation (3)	
a. Originality and well-articulated	1
b. Relevance to the defined problem	2
4. Selection (1)	
a. Appropriate reasoning for selection	1
5. Stakeholders (6)	
a. Identification of key stakeholders and impacts	2
b. Richness of persona/empathy map	2
c. Depth of understanding	2
6. Processes (6)	
a. Identification of appropriate processes	1
b. Linkage of stakeholders to processes	1
c. Clarity of the proposed change (diagrams)	2
d. Choice of scope in diagrams	1
d. Logic / Syntax	1
7. Value Proposition (3)	
a. Clarity	1
b. Appealing to relevant stakeholders	2
8. Pitch (3)	
a. Presentation skill	1
b. Clarity of problem and solution	2
TOTAL	30

UTS Marking Schema

HD	Work of outstanding quality on all objectives
D	Work of superior quality on all objectives
C	Work of good quality showing more than satisfactory achievement on all objectives
P	Work showing a satisfactory achievement on all objectives
X	Work showing an unsatisfactory achievement on one or more objectives