**Brief Description of the Assessment Task- Design Thinking**

For this assessment, you will be required to undertake a range of readings, watch demonstrations of how certain design thinking tools are used in practice and then attempt to apply those tools to understand and frame a wicked problem, and use ethnographic research techniques to ultimately deliver a project brief for an industry problem. In addition you will use design thinking tools to develop a personal and team approach for teamwork in the next course.

**Details of the Student Output:**

Your submissions will be a PDF of your PowerPoint presentation (40–60 slides) based on a provided template.

**The key deliverables from you would include the following:**

Annotated portfolio created using the artefacts that you worked on during the course.

Reflections on the artefacts and the portfolio.

A clear summary of the problem as you have framed it and the key insights you’ve achieved during the course about your problem and the features and benefits necessary for a meaningful human centred innovation solution.

**This task Assesses Your Achievement of These Unit Learning Outcomes:**

ULO1: Work constructively and collaboratively with stakeholders, business networks and peers to formulate a design thinking approach to innovation.

ULO2: Formulate and apply an integrated understanding of the design thinking principles and applications to critically evaluate how different approaches affect innovation in contemporary business practices.

**Assignment Overview**

As you work through the modules in this course on Innovation by Design, you will be required to undertake a range of readings, watch demonstrations of the way certain design thinking tools are used in practice and then attempt to apply those tools to understanding and ultimately create a final project brief for an industry problem. For this, you must synthesise the theory that you’ve learned about in this course with your own ethnographic research and reflect on the ways in which the various exercises you’re asked to do impact your understanding of the problem, your understanding of design thinking and innovation and your understanding of your own learning and the ways in which you might use (or avoid using) these tools in your future work or personal lives.

While engaging with the exercises on the learning platform, make sure to document your thoughts and discoveries. Your assignment involves crafting a detailed and comprehensible problem statement, which should be based on the insights you've gathered throughout this process. Additionally, you're required to use the provided template to create an annotated portfolio that showcases the completed process of arriving at a project brief. This portfolio should elucidate the advantages and applications of design thinking tools in understanding your problem.

**Specifically, it should address the following points:**

1. How and why would you utilize these tools in your future professional endeavors?

2. What aspects of the process would you repeat or alter in future projects?

3. What you've discovered about yourself during this process?

4. What is your personal learning style?

5. Most importantly, your individual contributions to a team, as a result of the work you've completed in this course.

This assessment task requires you to demonstrate that you have used the theory and exercises to reach a comprehensive understanding of the problem at hand, the tools used to address it, and your personal growth throughout the process.

(Note: Every time you are asked to work on the Industry Problem, you are being asked to apply what you have learned in this course to the following problem.)

This assignment does not require you to identify a potential solution. In fact, if you move forward too quickly to a solution you will likely limit your opportunities to do well in this assignment. In the next course, you will be working as part of a team and you will take the work that you are doing to deeply understand and connect with the problem in this course with you to share with your teammates as you work with them to create an innovative solution.

**To summarise, the key deliverables from you would include:**

You will take your research and understanding of the problems that you identify into the next phase of this unit (the second course), and the data and insights you have generated will assist you and your teammates in focussing on some real pain points that will form the basis of the ‘solution’ that you will ideate in the next module. The stakeholders experiencing (or being likely to experience) the problem that you have identified will create demand for the solution that you will develop. It is important to clearly define your stakeholder group and deeply empathise with the issues that they are facing, or are likely to face, in order to address the problem and be cognisant of the potential market and opportunity for the solution that you are yet to design.

Through this course, you will be introduced to a range of design thinking tools that will help you understand the people and circumstances relevant to your industry problem. This assignment requires you to use these tools to identify and understand your stakeholder using design thinking approaches to problem identification. You also need to understand and elicit insights about your chosen subjects, their circumstances, needs, desires and frustrations with the aim of preparing a design brief that will be the basis for a solution design exercise (to be completed in the next module). You will submit a portfolio showing the artifacts that you have created during the problem identification stage of the design thinking process, together with annotations where you have outlined what you have learned (about the subject matter of the research and your use of design thinking tools) while using these tools and reflecting on the applicability of these tools to your own work and life.

Expectations From You

It is worth noting that the portfolio is made up of two parts. The first part (approximately 90% of the content) describes your design thinking journey to understand the industry problem by using design thinking tools. The second part (around 10% of the content) relates to the ways in which you have used design thinking tools to collaborate and build a team. While some of the artefacts for this part should be created collaboratively (by the team as a group), the annotations must be individual.

This assignment does not require you to identify a potential solution. In fact, if you move too quickly to a solution, you are likely to limit your opportunities to do well in this assignment. You will be assigned to a team during this course, and you will be expected to work with and communicate with your team. However, the work that you submit for this course must be individual work that will be individually marked.

To the extent that you identify key themes or focus points as a group that you plan to take into your next assignment, ensure that you acknowledge the input of your group members and express the ideas and show the exercises that are your own individual work.

You will continue to work with the same team in the next course, where you will collaborate to create a solution to a design brief that will relate to this same industry problem. The work you do, both individually and together with your team, requires you to have a deep understanding of the problem in ways that you can share insights with your teammates and then work with them to create an innovative solution to a problem based on a shared understanding.

**A descriptive table of contents which explains briefly what each of the artefacts in the portfolio contributes to your project;**

An executive summary which you are encouraged to write last

An introduction to the problem which incorporates your problem frame and demonstrates that you understand why the problem is a 'wicked' problem and a reflection on the problem framing process;

An ethnographic research plan demonstrating that you understand the ways in which each of the ethnographic research tasks you've been asked to do contribute to a design thinking approach to innovation;

An annotated portfolio is created using the artefacts that you worked on during the course. The artefacts are examples of the work you have done. The annotations include your reflections that demonstrate your learning and explain the insights that you have gathered along the way. These are explained in further detail below. For each artefact there is a reflection. The artefacts culminate in the production of a final design brief and an opportunity to share your conclusions.

Your reference list (Australian Harvard format) for the creation of the design brief

Artefacts relating to the teamwork exercises, including your team's charter setting out the ways you will work together and reflections on each of the relevant artefacts.

A reference list (Australian Harvard format) for the teamwork section of your report.

Your submission should be a pdf of your PowerPoint (40-60 slides).

How Do You ‘Reflect’?

Even though it is delivered online, this course is designed to be a learning experience. Articulating learning by reflection has been used by design practitioners for many years to identify key learnings and insights. Reflection improves the quality of discourse, and consequently practising reflection will assist you to retain learnings from this course, articulate your insights and problem statements in the next course and clearly specify the features and benefits that are desirable for any workable solution in your group project. Design thinkers value iteration, which is something that is not possible without reflective practice.

"It is quite likely that you are already skilled at reflective practice, though you may not have previously articulated your reflections using a clear framework."

-Schön, 1994

A good way to reflect on experience is to use a framework that prompts deep and purposeful thinking about what happened. The 5Rs (modified as 4Rs below) of the reflection (Bain et al. 2002) is one such framework. The five elements of this framework are Reporting, Responding, Reasoning, Relating, and Reconstructing. When used effectively, reflection can facilitate significant personal and/or professional growth. Using the following checklist will help you ensure that you have reflected on each of the tools.

The 5 Rs

What to do

What’s included (questions to ask yourself)

Reporting

Describe the situation or the issue What happened, what did the situation involve?Who was involved?

What seems significant to pay attention to?

Responding

Identify and record your emotional response to the situation or issue.

What worked well? how do I know it worked well?

What worked least well? why do I think that?

How did I feel, and what made me feel that way? how were others feeling, and what made them feel that way?

How did I respond emotionally / personally / behaviourally to the situation?

Relating

Explain your understanding of the situation/issue and relate it to the theory discussed in the readings/lectures.

What body/-ies of knowledge are relevant - and in what ways?

How does this connect with other personal/professional experiences I have had - and in what way/s?

Reasoning

Explore and explain the situation/issue (these often lead to insights)

What is my explanation for what happened, and on what is it based?

Reconstructing Draw a conclusion and develop an action plan based on the reasoning (your insights)

What conclusions can I draw? How do I justify these?

With hindsight, would I do something differently next time and why?

What has this taught me about my practice? about myself?

How will I use this experience to further improve my practice in the future?

The template includes questions and guidance that will assist you to focus your reflective practice and if you answer each of the questions you are likely to achieve the minimum requirements for this assessment task.