



Assessment 2 Information

Subject Code:	MBA672
Subject Name:	Data-driven Design Thinking
Assessment Title:	Group activity: Developing a data driven design thinking project
Assessment Type:	In-Class Activity
Word Count:	500 Words (+/-10%)
Weighting:	30 %
Total Marks:	30
Submission:	via TurnItIn
Due Date:	To be completed as a group and submitted in class time in Week 10 (one submission per group)

Your Task

- Form a small group of three or four students
- Prepare and deliver a data driven Design Thinking project, as per the following brief.
- You need to be present in class in a group in week 10, contributing actively to your group, to receive marks for this assessment.
- Submit one report per group

Assessment Description

In this assessment, you will prepare a group report based on data provided for a potential new menu item that is high in anti-oxidants, to be offered across different types of fast food outlets. This menu item sources its anti-oxidants from multiple continents to convey the image of a truly global food offering.

One member of your group is to play the role of the consumer (for purposes of developing a persona and applying the “empathy” stage of design thinking).

Assume your product item is being specifically considered for inclusion in the Hungry Jack’s Fresh Choices menu. Your group member, who is playing the role of the consumer, is likely to purchase from this outlet. Prototype and test your lo-fi wireframe with this consumer.

Prepare a 500 word report that discusses the steps you followed and how you applied the data and resources supplied with this assessment brief to the design of your menu item.



Assessment steps

In this assessment, you will be given a set of resources as input for the Design Thinking process. There is no need for primary data collection, other than empathizing, prototyping and testing with the team member who is playing the role of the consumer.

The course content that is relevant to this assessment is included in weeks 1 to 8 of class material.

To answer this assessment, you will need to:

1. Follow a Design Thinking approach and then complete the following steps.
2. Build your personas
3. Define/ reframe the problem/ opportunity
4. Ideate/ conceptualize the menu item high in anti-oxidants.
5. Prepare a low-fi wireframe (prototype) of the food menu item high in anti-oxidants
6. Test your prototype with your group member, who is the consumer
7. Deliver your output in report format, supported by references.

Report headings

Present your answer in report format. A guide for headings to include in the report is as follows:

Background

Discuss the reasons for developing a healthy food offering, high in anti-oxidants, sourced globally, for inclusion in the menu of fast food chains.

Objective

Nominate the objective of your Design Thinking process for the development of your healthy food offering.

Process

Outline the steps followed, based on the Design Thinking model selected.

Low-fi wireframe

Illustrate your healthy anti-oxidant food as a low-fi wireframe

Conclusion

Provide the results of your testing of the low-fi wireframe (prototype) with your consumer

References

Include a reference list (supported by in-text citations) using Harvard referencing



Resources provided

The following resources are provided to assist with the completion of this assessment, namely:

1. Excel file on anti-oxidant content in food.
2. Tableau printout of food by anti-oxidant content
3. Article from nutrition journal
4. Article on 12 healthy foods high in anti-oxidants
5. The following YouTube clips:
<https://www.youtube.com/watch?v=Tjj7zXDYfTc>
<https://www.youtube.com/watch?v=14KkC-QCXs0>



Assessment Marking Guide

MBA672 Assessment 2		Rubric /30
Part A: Demonstration of Design Thinking principles		
0-5	6-10	/10
Has demonstrated limited achievement: Little or basic understanding of Design Thinking principles	Has achieved all or most of: Proficient or masterly application of Design Thinking principles	
Part B: Application of data		
0-4	6-10	/10
Has demonstrated limited achievement: Student has provided little or a basic application of data in their Design Thinking approach	Has achieved all or most of: Student has demonstrated a high degree of proficiency in the application of data for their Design Thinking deliverable	
Part C: Preparation of Report		
0-3	4-6	/6
Has demonstrated limited achievement: Student only briefly reports on each of the Design Thinking steps in their exercise	Has achieved all or most of: Student has expertly reported on their Design Thinking exercise, supported with scholarly journals and industry journals, in detail with 5 or more resources	
Part D: References and Structure		
0-2	3-4	/4
Has demonstrated limited achievement: Basic Harvard referencing with a few errors Poor structure	Has achieved all or most of: Harvard referencing with no errors Report structure logical, integrated and flows well	



Academic Integrity Policy

KBS values **academic integrity**. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

What is academic integrity and misconduct?

What are the penalties for academic misconduct?

What are the late penalties?

How can I appeal my grade?

Click here for answers to these questions:

<http://www.kbs.edu.au/current-students/student-policies/>.

Word Limits for Written Assessments

Submissions that exceed the word limit by more than 10% will cease to be marked from the point at which that limit is exceeded.

Study Assistance

Students may seek study assistance from their local Academic Learning Advisor or refer to the resources on the MyKBS Academic Success Centre page. Click [here](#) for this information.



Assignment Submission

One report per group is to be uploaded in class during your week 10 class time.

The group report is to have the name and student number of each student on the front page of the document.

This report must be submitted as a Microsoft Word document. Uploaded files with a virus will not be considered as a legitimate submission. TurnItIn will notify you if there is any issue with the submitted file. In this case, you must contact your lecturer via email and provide a brief description of the issue and a screen shot of the TurnItIn error message.

Late assignment submission penalties

Penalties will be imposed on late assignment submissions in accordance with Kaplan Business School's Assessment Policy.

Number of days	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the student's total Marks.
10 - 14 days	50% deducted from the student's total marks.
After 14 days	Assignments that are submitted more than 14 calendar days after the due date will not be accepted and the student will receive a mark of zero for the assignment(s).
Note	Notwithstanding the above penalty rules, assignments will also be given a mark of zero if they are submitted after assignments have been returned to students.

* Assignments submitted at any stage within the first 24 hours after deadline will be considered to be one day late and therefore subject to the associated penalty.

If you are unable to complete this assessment by the due date/time, please refer to the Special Consideration Application Form, which is available at the end of the KBS Assessment Policy:

https://www.kbs.edu.au/wp-content/uploads/2016/07/KBS_FORM_Assessment-Policy_MAR2018_FA.pdf