Assessment 4 Information

Subject Code:	DATA4900
Subject Name:	Innovation and Creativity in Business Analytics
Assessment Title:	**UX, CX and Ethical innovation case study**
Assessment Type:	Individual report
Word Count:	1,000 Words (+/-10%)
Weighting:	30 %
Total Marks:	30
Submission:	Portal via TurnItIn
Due Date:	Tuesday 23:55pm (AEST) Week 12

Your Task

- This assessment is to be done individually
- Students are to write a 1000-word report in response to the UX, CX and Ethical Innovation case study provided and submit it as a Microsoft word file via the TurnItIn portal
- You will receive marks for content, appropriate structure and referencing.

Assessment Description

In this assessment, you will be writing an individual report that encourages you to be creative with business analytics, whilst also developing a response to the UX, CX and Ethical innovation case study that you have selected.

Background:

In this assessment, you will be developing a response through application of the analytics concepts covered in weeks 10 & 11.

To do so, you will need to demonstrate:

1. How Design Thinking principles were applied in the development of your proposed innovation

2. Application of UX and CX principles during the development process

3. Acknowledgement and management of legal and ethical issues in the creation of your innovation.

4. Alignment to the customer journey for your nominated personas.

5. Utilisation of analytics tools.

Assessment Instructions

Select a case study brief from either Appendix A or Appendix B or a similar one of your own (select only one)

Apply UX and CX Design Thinking principles in delivering an analytics-based solution to this brief, taking into consideration UX, CX and ethical issues in developing this innovation.

Broad UX and CX steps are likely to include:

1. DISCOVER & DEFINE
- Problem statement
- Defining your target audience
- Creating Personas outcomes
- User journey mapping

2. DESIGN
- Lo-fi vs Hi-fi design
- Wireframes & prototypes

3. TEST + ITERATE
- How to capitalise on failure in rapid prototyping and fast loop iterations

In evaluating your proposed innovation from a UX and CX perspective,

- How feasible is the solution for implementation?

- How well does the solution meet the needs of the end-user

Important Study Information

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.

Assessment Marking Guide

	DATA 4900 Assessment 4	Rubric /30
Individual		
Section	**0-2**	**3-6**
Part A: Discovering and Defining the business problem from a UX/ CX Perspective, supported by references	**Has demonstrated limited achievement:** • Student has not defined the business problem from a CX/ UX perspective	**Has achieved all or most of:** • Student has expertly defined a business problem from a CX/ UX perspective • Evidence of deep research into this business opportunity
	0-7	**8-15**
Part B: Applying UX/ CX Design Thinking principles in developing the proposed	**Has demonstrated limited achievement:** • Student has omitted several parts of the task or the content of their report is irrelevant	**Has achieved all or most of:** • Student has produced a well integrated and original report on the application of UX/ CX Design Thinking principles. • Benefits of the innovation from a UX/ CX perspective are

innovation, supported by references		clearly related to the case study, practical and realistic • Evidence of deep research into the topic
	0-2	**3-5**
Part C: Application of legal and ethical considerations for proposed innovation, supported by references	**Has demonstrated limited achievement:** • Students have omitted legal and ethical considerations from their report	**Has achieved all or most of:** • Student has integrated legal and ethical considerations principles really well in their report and supported their arguments with good evidence from relevant references • Suggestions are practical, specific and integrated
	0-1	**2-4**
Part D: References and structure	**Has demonstrated limited achievement:** • Incorrect referencing, irrelevant or no references • Poor structure	**Has achieved all or most of:** • Harvard referencing with no errors • Report structure is logical, integrated and flows well • Some novelty

UX and CX – for coffee and tea drinkers

Find a way of making a tea and coffee machines more interesting. Rather than just having a coffee machine which will make a cappuccino, tea or latte at the press of a button, what if you could ask it to play your favourite song while adding mint, chilli or caramel to the coffee. The machine could even display different lights or mimic a game as the coffee is being made.

- An app to interact with the beverage maker and improve the customer experience?

- A new feature of the machine to enhance customer ease of use?

Success criteria include:

1. Ideation - How innovative and creative is the solution?

2. Feasibility - How feasible is the solution for implementation?

3. Customer centric - How well does the solution meet the needs of the end user (UX)?

4. Expandability - What is the potential for the idea to become a business?

From an analytics perspective, consider what can be inferred from public and proprietary third party datasets?

To develop this design, there is a need to nominate a persona.

For example, this is the persona of Melanie:

- 30 years old
- Married/one child/Suburban
- Comfortable with tech
- Loves unusual flavours and trying new things
- Drinks a lot of coffee and various teas
- Leads a busy life

In Melanie's journey map, consider how Melanie thinks and feels at each step in the journey, thereby emphasising with Melanie.

Come up with 'How Might We…" statements to address the pain points and areas of opportunity that you've identified. Cluster the HMWs into themes.

In developing your approach and deliverable, consider producing a Design Thinking canvas, similar to the canvas outlined below

Design Thinking Canvas

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth paying attention	Can't be easily copied or bought	Target customers
	Key Metrics Key activities you measure		Channels Path to customers	

Cost Structure	Revenue Streams
Customer Acquisition costs Distribution costs Hosting People, etc.	Revenue Model Life Time Value Revenue Gross Margin

PRODUCT   MARKET

List any legal and ethical constraints that may impact on your innovation. This includes whether safe operation has been considered in the design?

UX and CX – for Gamers

Virtual reality and play to earn games are all the rage at the moment, however do they suit everyone? Suppose that you want to invent or improve an existing game to make the experience more authentic and keep players engaged for longer.

You will be asked to apply the steps of Design Thinking to develop modifications or a brand new game from conception to implementation, from a UX and CX perspective. This includes:

1. EMPATHISE – develop a persona for a patron you are trying to attract to the theme park

2. DEFINE – what is the User Experience they are seeking from the amusement ride?

3. BRAINSTORM – outline different conceptions of the amusement ride.

4. PROTOTYPE – How do we translate brainstormed ideas into actionable implementation objectives?

5. TEST + ITERATE - How to capitalise on failure in rapid prototyping and fast loop iterations.

You will need to put together an experiment that will help test your ideas.

To do so, consider what type of data you will need to collect. From an analytics perspective, consider what can be inferred from public and proprietary third party datasets?
To develop this design, there is a need to nominate a persona.

For example, this is the persona of Niraj:

- 17 years old
- Single/Suburban
- Comfortable with tech
- Loves a challenge
- Is bored with current war games and other offerings
- Not that busy at the moment since on school holidays

In Niraj's journey map, consider how Niraj thinks and feels at each step in the journey, thereby emphasising with Niraj.

Come up with 'How Might We…" statements to address the pain points and areas of opportunity that you've identified. Cluster the HMWs into themes.

In developing your approach and deliverable, consider producing a Design Thinking canvas, similar to the canvas outlined below:

Design Thinking Canvas

Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention	Unfair Advantage Can't be easily copied or bought	Customer Segments Target customers
	Key Metrics Key activities you measure		Channels Path to customers	
Cost Structure Customer Acquisition costs Distribution costs Hosting People, etc.			Revenue Streams Revenue Model Life Time Value Revenue Gross Margin	

PRODUCT   **MARKET**

List any legal and ethical constraints that may impact on your innovation. This includes whether safe operation has been considered in the design?

Assignment Submission

Students must submit their individual document via TurnItIn on Tuesday of Week 12 at 23:55pm AEST.

This file 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.

Students are also encouraged to submit their work well in advance of the time deadline to avoid any possible delay with TurnItIn similarity report generation or any other technical difficulties.

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