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## Assessment Task 3: Industry Innovation Report (35% individual)

### Assignment Aims for AT3

- To give students the opportunity to analyse an industry challenge, considering relevant stakeholders and systems
- To provide an opportunity to apply innovation methods and mindsets to design purpose-driven solutions
- To give students an opportunity to practise professional communication to a professional audience as part of developing their own emerging professional identity

### Learning Outcomes

After completing this assignment students should be able to:

- Critically analyse a challenge and come up with an appropriate solution
- Apply innovation tools and processes to an industry challenge
- Produce a concise professional report on a specific industry challenge
- Develop their written communication style to align with industry needs

This assessment task maps to the following unit learning outcomes:

Tasks	Learning outcomes demonstrated
AT4: Individual industry innovation report	1. Analyse an industry challenge, considering relevant stakeholders and systems
Total: 35 %	2. Apply innovation methods and mindsets to design purpose-driven solutions
	3. Communicate effectively to industry partners from different sectors

### Resources

Here is the [AT3 report template](#). Please feel free to use it.

You should also utilise the feedback, work and resources you completed during Weeks 1, 2 and 3.

You can also refer to the Sprint book, used in AT2a and b.

Access the book 'Sprint: How to solve big problems and test new ideas in just five days' (Knapp, Zeratsy and Kowitz 2016)

***Each team was provided with a copy during the intensive.***

- Monday Sprint: Diagramming (pp. 53-83)
- Tuesday Sprint: Sketching (pp. 95-126)
- Wednesday Sprint: Storyboarding pages (pp.127-164)
- Thursday Sprint: Prototyping pages (pp. 165-194)
- Next Monday: Insight and customer testing (pp. 195-225)

[▲ Professional background](#)

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## Professional development and relevance

In your professional career, you will often be asked to complete concise written proposals, memos and reports suitable for busy managers and professionals who are time-poor and need you to get straight to the point.

You'll need to be direct, avoid jargon, and think carefully about your main points. You'll need to synthesise evidence, use headings for navigability, and use visual elements like figures, tables and diagrams. Most of all, you'll need to write for the reader and not for yourself or the marker - or anyone familiar with the assessment guidelines. You'll need to reach your professional lay audience.

### Read:

- [How to improve your business writing](#) (Harvard Business Review)
- [The science of strong business writing](#) (Harvard Business Review)

As a practitioner and young professional, we hope that this assignment will provide you with greater confidence in writing for professionals.

We hope you will gain an appreciation of why we need to be compelling and precise - yet concise - when proposing solutions for consideration in a busy professional world.

In the MIG, you've already demonstrated your growing skills in presenting talks and pitches. You did a great job in AT2!

Now it is time to practise professional written communication, and to put your own authentic lens and research into the solution you are proposing for your industry partner.

## Building on your AT2 group presentations with further research

Throughout the MIG, you've reflected on yourself and your challenge team (Week 1) and you have created a draft solution for your industry partners (Weeks 2 and 3), helping them gain insight regarding a challenge they are facing as an organisation.

Research and data is the key to helping your clients make informed decisions. However, there's only so deep you can go into your analysis during an AT2a and b presentation.

Thus, like in the professional world, you have to follow up with a written report that provides more depth.

This is your opportunity to individually complete further research around your solution.

This research will be useful to you and to your industry partner.

As a practitioner and young professional, we hope that this assignment will provide you with greater confidence in proposing evidence-based and rigorous solutions for positive change within a professional context.

[Close](#)

## Assessment Task 3 Overview

### Industry Innovation Report

**Value:** 35%

**Due:** 11.55 pm Sunday Feb 5

**Format:** 5-6 page report, with unlimited appendices

**Submission:** Via Moodle

**Marking:** See assessment guidelines and marking rubric

**Late Penalty:** 10% per day, or part thereof

**Feedback:** Written or audio feedback via Moodle



## ▲ Guidelines and template

In AT3, you will bring all the work you completed in the MIG in Weeks 1, 2 and 3 together and individually articulate the solution (prototype) in a cohesive professional report.

This report will provide an overview of **the work you and your team have done**, **the methods you've used**, as well as the **group outputs** of AT2.

**This report is an extension of AT2.**

- It provides you with the opportunity to **share further details regarding the project solution/prototype** with your industry partner.
- You can **iterate your ideas based upon the feedback** you and your challenge team received from AT2b.
- You can put your **own lens on the proposed solution and do more research to support the proposed solution.**
- You can include the challenge team's diagrams in your report, in relation to the challenge diagram/map, the prototype and more - but the way you write them up and include further research is up to you as the individual. It is not a problem if individual members of your challenge team tweak the AT2 diagrams and solutions to suit them - or use them as they stand.

There is a **template** to guide you. You'll notice that:

- Each section of the report has a recommended amount of space dedicated to it.
- The **report should not be longer than 6 pages** (with unlimited appendices to house supporting detail).
- You can use images, infographics or other visual cues to support the content in your report.

Clear and professional communication is a thread throughout this unit, as it allows you to influence and drive change. You have demonstrated verbal and video communication skills in AT1a and AT2a and b.

Now it is time to practice professional written communication for busy industry stakeholders and a general interdisciplinary readership.

### Your report must contain:

- **An introduction (up to half a page)**
  - This section gives a brief overview of the content of the report. Be clear about the scope and aims of the report, and use signposting to detail what the report will contain and why. This section should not exceed half a page.
- **Challenge Team expertise and values (up to half a page plus the **team collaboration agreement in the appendices**)**
  - **Introduce the challenge team members**, including their **roles** within the project and the **particular strengths, expertise, values and perspectives** they brought to the project. **Refer the reader to the team collaboration agreement in the appendices for more.**
- **Innovation methods and approaches (up to one page)**
  - Provide concise **definitions of the different tools and methods you applied** to create the solution (use language appropriate for a lay reader new to these). Provide a rationale for why they were useful e.g. design sprint process, mapping, sketching, prototyping, testing and validation.
- **Challenge analysis (up to one page plus the full analysis map in the appendices)**
  - Provide an outline of the industry partner, including their mission/goals. Provide an insightful summary of the challenge and the focus the challenge team chose within this. Describe the challenge diagram/map and refer the reader to the full map in the appendices. Use compelling visuals and citations.
- **Prototype (up to one page plus the full prototype diagram in the appendices)**
  - Provide a compelling description of the solution, demonstrating the thinking, planning and delivery by the challenge team that considered different users and industry constraints/contents/stakeholders. Refer the reader to the full prototype diagram in the appendices.
- **Insight and testing (up to one page plus unlimited appendices)**
  - Provide a sophisticated synthesis of insight and feedback you gained from at least five customers, the industry partners (validation) and grey and primary literature. Then explain how this influenced the final solution. You can include unlimited appendices, but ensure you include a full synthesis of the insight, testing and validation outcomes in the body of the main report.

- **Recommendations and conclusion (up to one page plus unlimited appendices)**
  - Provide at least two insightful, practical and feasible recommendations to the industry partner on what they should do next based upon this report. Sum up the whole report with a compelling and well synthesised conclusion to tie everything together and reiterate your main points from each page of the report.
- **Appendix (unlimited)** Use this section to attach relevant supporting content and collateral you have generated throughout the three weeks. This would include your:
  - Team collaboration agreement
  - Challenge analysis diagram/map
  - Prototype diagram
  - Customer feedback and other outcomes from the literature and partners regarding testing and validation
  - Other as desired

Close

### ▲ **Required writing and formatting style**

The prototype report should be self-explanatory because you won't be there to take the audience through it. Your readers will pause and re-read any part of it they want to, proceeding at their own pace and absorbing information at their own rate.

A great report is well-structured and easy to follow. It includes all aspects relevant to the issue, and it presents new insights that the industry partners did not have access to prior to this project. It breaks down complex information and observations into simple findings that are reliable assets for high-stake decision-making.

For this report, we have created a [template](#) that helps you talk through each of the phases you and your challenge team went through to solve the challenge provided to you by your industry partner. Each of the sections draw upon the work you did during the workshops throughout the three weeks. This allows you to weave a strong narrative of how you solved the problem and take your industry partner on that journey with you.

We have made this an individual assignment to ensure that we are capturing any individual flavour, values and research you wish to add to the AT2 work. The partner will receive all your reports so that they can benefit from that diversity of information as well.

## Report Style Tips

**These reports are typically to the point and designed to be accessible to a variety of readers, including busy CEOs, senior management, industry leaders, and other decision-makers, as well as the general public.**

As such, try to write in a clear, concise manner so busy readers can grasp your points quickly.

Do not assume technical knowledge and therefore avoid, or provide definitions for, disciplinary-specific jargon.

Avoid too much specific technical detail. This is not a journal article nor a technical report.

**Use some simple conceptual diagrams, summary boxes, example boxes, images, tables or figures in your report to summarise content (optional).**

Did you know that many busy readers will skip straight to a diagram or summary table to get a handle on the whole report?

We are trying to communicate with a general and busy readership. Therefore, making the information engaging, fast to read, and accessible is important.

Diagrams, images, and suchlike, can convey complex information in a concise way that is also easy and fast to absorb. You will also need to include a detailed caption which will allow quick interpretation of the item, even if the reader hasn't read the rest of the report.

**Make your main points obvious, easy to grasp, and relevant to the broad readership.**

**make your main points obvious, easy to grasp, and relevant to the broad readership.**

A professional report aims to be more accessible than traditional academic writing. Our aim is to influence decision-making!

Academic writing, such as research-oriented essays or reports, typically features numerous in-text citations for every couple of sentences as well as dense disciplinary-specific technical evidence to support the points being made. This is arguably not very accessible to a broad audience.

Explain the scope and purpose of the report at the very beginning to make your purpose crystal clear. This will enhance the readability and navigability of your report for readers.

Remember that readers are busy, so use bullets, bold or white space to draw attention to your major point on each page. This will ensure even skim readers walk away with your most important points.

Busy readers may also skim to diagrams or the conclusion to get the main idea - so make these strong.

### **Citing and referencing are important in all professional writing.**

Citing and referencing can:

- enable you to support your points
- give your arguments more weight and credibility.
- provide due credit to authors.
- enable your readers to follow up on information of particular interest or check the validity of your argument.

Because a prototype report is less dense than traditional academic writing, while you require references, you may require fewer than expected for, for example, an IMRAD-style scientific report or critical analysis essay (see the marking rubric).

However, remember to always reference the following

- stats or examples
- definitions of terms

*NOTE: You can use any referencing style you wish but you must use it consistently throughout the report.*

### **You are most welcome to refer to the 'grey literature' (policy documents, technical reports, government announcements and websites)**

If you would like to read an overview of these different forms of literature, please navigate to the 'Using grey literature' section of the ['Approach to Assessment'](#) tab for more information.

In your prototype report, you do not need to exclusively cite academic peer-reviewed journal articles (reviews, meta-analyses or primary studies). You should also use grey literature.

### **Using appendices: The body of the prototype report refers to major ideas and recommendations, without swathes of highly technical detail.**

If there are some highly technical or specific details you want to include as you think these will interest the reader BUT such details are not central/vital for the busy reader to read, then these can be provided in the appendices. For example, you could attach the following as appendices:

- your founders' agreement
- initial challenge analysis and sketch
- storyboard
- customer interview transcripts
- any visual collateral you used for your presentations

The appendices contain reference material. By moving tangential reference detail to the appendices, the busy reader is not distracted from your main message. The interested reader can follow up on non-essential detail in the appendices if they choose.

### **Don't write for the maker - write for your industry partner.**

This is your opportunity to communicate directly with your industry partner and give them a report they can use to make decisions within their organisations.

Therefore, they should be able to understand it and find value in it.

You'll learn much more if you write for the type of audiences you will need to reach in your future career. Thus, don't write the report for the marker, or someone who is familiar with the assessment guidelines or rubric, instead write for someone who is brand new to the area.

#### Other tips

- You can use first-person active language (or a more traditional passive style of writing if you prefer).
- Overall, aim for a professional tone.
- Use signposting to explain what each section will contain to help guide the reader.
- Remember, everyone will experience a different learning trajectory when applying this style in the assessment.
- Your learning will depend upon your personal background and the styles of writing you have experienced before.

Close

#### ▲ [Marking rubric: AT3](#)

#### AT3 Industry Innovation Report (35%)

This marking rubric supports the development of skills in applying innovation sprint tools and processes, as well as effective communication to a professional audience. It challenges the student team to describe design sprint tools and processes and synthesise the outcomes of their application in the form of a professional report.

Criterion and Mark	Performance Description
Introduction (2.5 marks, approx. half a page)	<ul style="list-style-type: none"> <li>• <b>Extended (HD):</b> <ul style="list-style-type: none"> <li>◦ Sophisticated, clear and concise overview of the scope and aims of the report</li> <li>◦ Clear explanation/signposting to detail what the report will contain and why (signposting)</li> </ul> </li> <li>• <b>Fundamental (C):</b> <ul style="list-style-type: none"> <li>◦ Sufficient overview, although the focus is not clear or there is limited justification and signposting</li> </ul> </li> <li>• <b>Unsatisfactory (NP):</b> <ul style="list-style-type: none"> <li>◦ Overview is unclear and/or missing key requirements</li> </ul> </li> </ul>
Team expertise and values (2.5 marks; approx. half a page)	<ul style="list-style-type: none"> <li>• <b>Extended:</b> <ul style="list-style-type: none"> <li>◦ Sophisticated and compelling introduction to the team members including their roles within the project and their particular strengths, as well as the individual values and perspectives they brought to the project</li> <li>◦ Creative format with images</li> </ul> </li> <li>• <b>Fundamental:</b> <ul style="list-style-type: none"> <li>◦ Sufficient introduction to the team members and their role in the project and their particular strengths, as well as the individual values and perspectives they brought to the project</li> <li>◦ Lacking creativity of format with images</li> </ul> </li> <li>• <b>Unsatisfactory:</b> <ul style="list-style-type: none"> <li>◦ Insufficient or lack of introduction to the team members and/or lack of details about the role they played in the project</li> </ul> </li> </ul>

	<p>the role they played in the project</p> <ul style="list-style-type: none"> <li>◦ No images or creative format</li> </ul>
<p>Methods and approach</p> <p>(5 marks; approx. one page)</p>	<ul style="list-style-type: none"> <li>• <b>Extended:</b> <ul style="list-style-type: none"> <li>◦ Sophisticated and concise definitions of the <b>key tools and processes applied to identify a solution</b> during the sprint, and <b>why they were useful</b> within this project e.g. design sprint, diagramming/mapping, sketching, prototyping and testing/validation</li> <li>◦ <b>Each explanation of a tool is supported by at least one relevant and reputable citation</b></li> </ul> </li> <li>• <b>Fundamental:</b> <ul style="list-style-type: none"> <li>◦ Sufficient definitions of some of the key tools applied to identify a solution during the sprint, and why they were useful within this project</li> <li>◦ Some relevant and reputable citation</li> </ul> </li> <li>• <b>Unsatisfactory:</b> <ul style="list-style-type: none"> <li>◦ Weak or lack of definitions of the key tools applied to identify a solution during the sprint, and/or why they were useful within this project</li> <li>◦ No relevant and reputable citation</li> </ul> </li> </ul>
<p>Challenge analysis</p> <p>(5 marks; approx. one written page and one extra page for the diagram/map in the appendices)</p>	<ul style="list-style-type: none"> <li>• <b>Extended:</b> <ul style="list-style-type: none"> <li>◦ Clear and well synthesised outline of the industry partner, including their mission/goals and details of the business like their stakeholders, location, and services, etc.</li> <li>◦ Insightful and considered summary of the challenge and the focus the team chose within this</li> <li>◦ A sophisticated articulation problem diagram/map is presented, which provides an insightful and comprehensive map of the various stakeholders and systems that need to be considered within the challenge, demonstrating consideration of interdisciplinary perspectives, sustainability, empathy and human-centric design</li> <li>◦ Compelling visuals and articulation of the story</li> <li>◦ This section is supported by at least six relevant and reputable citations</li> </ul> </li> <li>• <b>Fundamental:</b> <ul style="list-style-type: none"> <li>◦ Sufficient clear information about the industry partner, the challenge and the focus the team chose within this</li> <li>◦ Sufficient and clear problem diagram or map is presented that documents at least a few of the stakeholders and systems that need to be considered within the challenge, demonstrating consideration for one or more of the broader lenses, namely interdisciplinary perspectives, sustainability, empathy and human-centric design</li> <li>◦ Some relevant visuals and articulation of the story</li> <li>◦ This section is supported by at least four relevant and reputable citations</li> </ul> </li> <li>• <b>Unsatisfactory:</b> <ul style="list-style-type: none"> <li>◦ insufficient or lack of clear information about the industry partner, the challenge and the focus the team chose within this</li> <li>◦ insufficient or lack of clear diagram/map is presented with weak or no consideration of stakeholders, systems or broader lenses that need to be considered within the challenge</li> <li>◦ irrelevant or lack of visuals and/or articulation of the story</li> <li>◦ no relevant and reputable citations</li> </ul> </li> </ul>
<p>Prototype</p> <p>(5 marks; approx. one written page and one extra page for the prototype)</p>	<ul style="list-style-type: none"> <li>• <b>Extended:</b> <ul style="list-style-type: none"> <li>◦ Compelling and creative prototype of the solution in the chosen format</li> <li>◦ Demonstrates sophisticated thinking, planning and delivery by the team, with consideration of users and the challenge analysis</li> <li>◦ This is supported by at least three relevant and reputable citations</li> </ul> </li> <li>• <b>Fundamental:</b> <ul style="list-style-type: none"> <li>◦ Somewhat clear and creative prototype of the solution in the chosen format</li> <li>◦ Demonstration of some consideration of users and the challenge analysis by the team</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>◦ This is supported by at least one relevant and reputable citation</li> </ul> <ul style="list-style-type: none"> <li>• <b>Unsatisfactory:</b> <ul style="list-style-type: none"> <li>◦ Unclear or missing prototype of the solution</li> <li>◦ No demonstration of some consideration of users and the challenge</li> <li>◦ No relevant and reputable citations</li> </ul> </li> </ul>
<p>Insight and testing</p> <p>(5 marks; approx. one page)</p>	<ul style="list-style-type: none"> <li>• <b>Extended:</b> <ul style="list-style-type: none"> <li>◦ Sophisticated synthesis of data and insight gained from at least five customers, the industry partners, and reputable grey and peer-reviewed literature, describing how this influences the final solution</li> <li>◦ This section is supported by at least five relevant and reputable citations</li> </ul> </li> <li>• <b>Fundamental:</b> <ul style="list-style-type: none"> <li>◦ Sufficient insight from from at least three customers, the industry partners, and reputable grey and peer-reviewed literature</li> <li>◦ This is supported by at least three relevant and reputable citations</li> </ul> </li> <li>• <b>Unsatisfactory:</b> <ul style="list-style-type: none"> <li>◦ Insufficient or lack of insight from reputable grey literature or customer feedback</li> <li>◦ No relevant and reputable citations</li> </ul> </li> </ul>
<p>Recommended next steps and conclusion</p> <p>(5 marks; approx. one page)</p>	<ul style="list-style-type: none"> <li>• <b>Extended:</b> <ul style="list-style-type: none"> <li>◦ At least two insightful, practical and feasible recommendations to the industry partner on what they should do next based upon this report e.g. further research or testing, etc.</li> <li>◦ A strong and well synthesised conclusion that effectively ties up the whole report</li> </ul> </li> <li>• <b>Fundamental:</b> <ul style="list-style-type: none"> <li>◦ At least one insightful, practical and feasible recommendation to the industry partner on what they should do next based upon this report</li> <li>◦ A sufficient conclusion that effectively ties up the whole report</li> </ul> </li> <li>• <b>Unsatisfactory:</b> <ul style="list-style-type: none"> <li>◦ No insightful, practical and feasible recommendations to the industry partner on what they should do next based upon this report</li> <li>◦ Insufficient or lack of a conclusion that effectively ties up the whole report</li> </ul> </li> </ul>
<p>Professional communication</p> <p>(5 marks)</p>	<ul style="list-style-type: none"> <li>• <b>Extended:</b> <ul style="list-style-type: none"> <li>◦ The language used is consistently appropriate for a general readership as disciplinary jargon is avoided or properly defined</li> <li>◦ The language is clear and concise to suit busy professionals and other readers (no waffle or unnecessary detail)</li> <li>◦ References are highly relevant and reputable and serve to support the key points, and sufficient references are provided</li> <li>◦ In-text citations and the reference list are consistently provided in a consistent referencing style</li> <li>◦ Proof-reading is evident throughout, with few typographical errors or inconsistencies</li> <li>◦ The information is structured logically, thus sentences, paragraphs, and headings /sub-headings flow smoothly and it is easy to follow the points and arguments being made overall</li> <li>◦ Layout is highly navigable and clear, due to the considered use of headings and/or sub-headings and a standard professional font (i. e. Helvetica fonts, 11 or 12 point size, single, 1.5 or double spacing based on the students choice)</li> <li>◦ Any figures, diagrams, maps or tables are formatted correctly, with numbering and a descriptive caption including a citation to the tool used within the caption</li> <li>◦ The report is suitable to be read by a broad professional audience and not just a marker who is familiar with the assessment e.g. it is suitable for external dissemination to industry partners</li> <li>◦ Within page limit (6 pages, excluding reference list and optional appendices as well as title page, ToC, list of acronyms or glossary)</li> </ul> </li> </ul>



- **Fundamental:**

- The language used is often appropriate for a general readership, with only some undefined disciplinary jargon or unnecessary detail
- The language is somewhat clear and concise to suit busy readers
- References are sufficiently relevant and reputable and serve to support the key points, and sufficient references are provided
- In-text citations and the reference list are sufficiently consistent and provided in a consistent referencing style
- Some proof-reading is evident
- The structure is sufficient and the ideas flow in a fairly logical way
- The layout is somewhat clear and navigable
- Most of the figures, diagrams, maps or tables are formatted correctly, with numbering and a descriptive caption including a citation to the tool used within the caption
- Within page limit but cramped, overly dense and somewhat unnavigable

- **Unsatisfactory:**

- The language is too technical and/or discipline-specific for a general readership
- References are not relevant and reputable and/or don't serve to support the key points, and sufficient references are provided
- In-text citations and the reference list are not consistent and/or not provided in a consistent referencing style
- Little evidence of proof-reading
- The structure and flow of ideas is difficult to follow
- The layout is not clear or navigable
- None of the figures, diagrams, maps or tables are formatted correctly, with numbering and a descriptive caption including a citation to the tool used within the caption
- Exceeds page limit

Close