

# PRE - COURSE SURVEY



**SCAN ME**

7/1/20XX



**ML0004 Career and Innovative Enterprise for  
the Future World**

**Seminar 2**

**Weeks 4 / 5**

**Face To Face Seminars  
&  
Group Project  
Consultations**

**Seminar 3**

**Weeks 8 / 9**



**Skills to Start  
A New Enterprise**

**Project**

**Consultation 1**

**Weeks 6 / 7**

**(tutorial class schedule)**

**Project**

**Consultation 2**

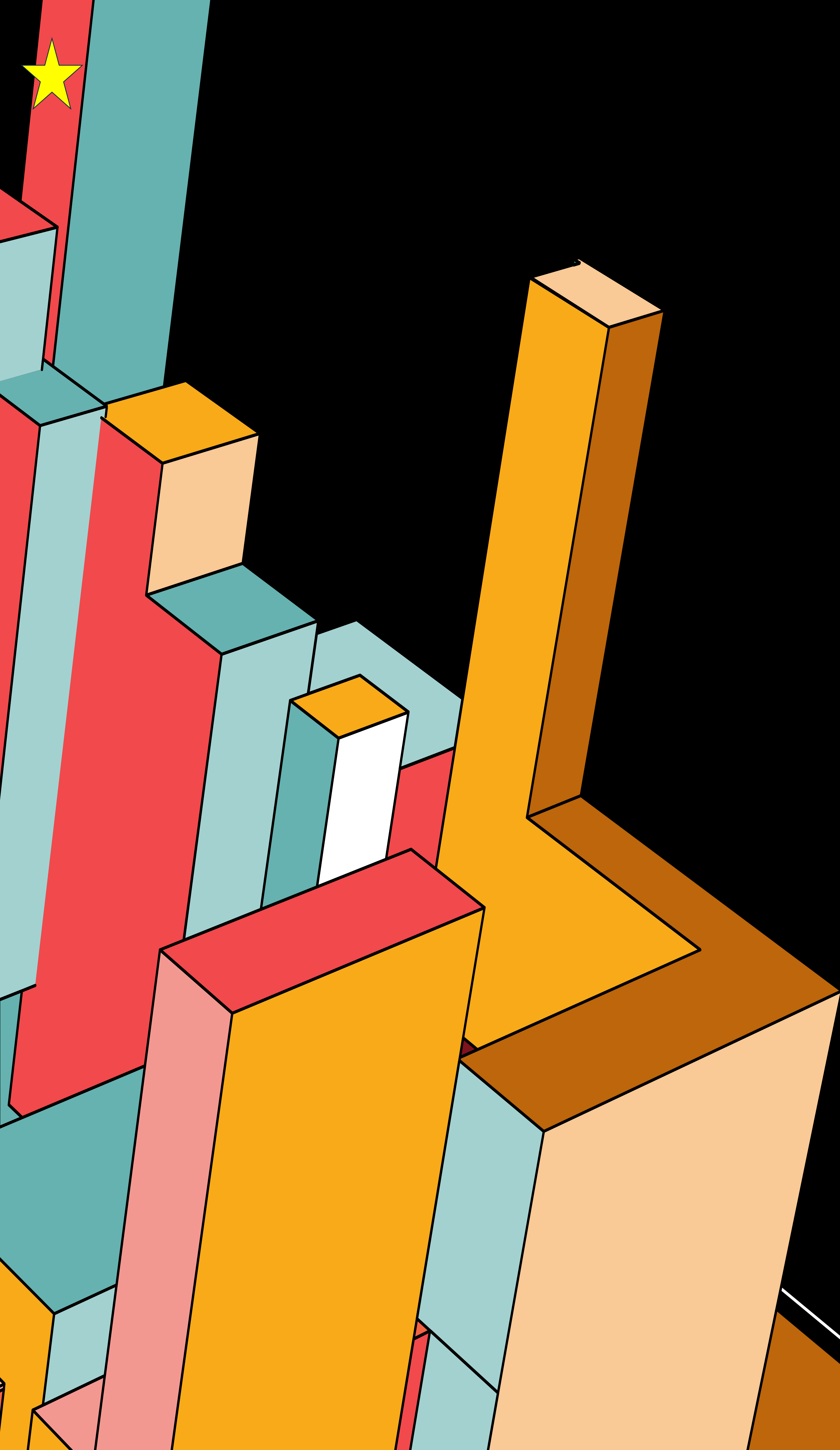
**Recess Week to Week 9**

**(Book slot – Career Axis)**



**Career  
Development**

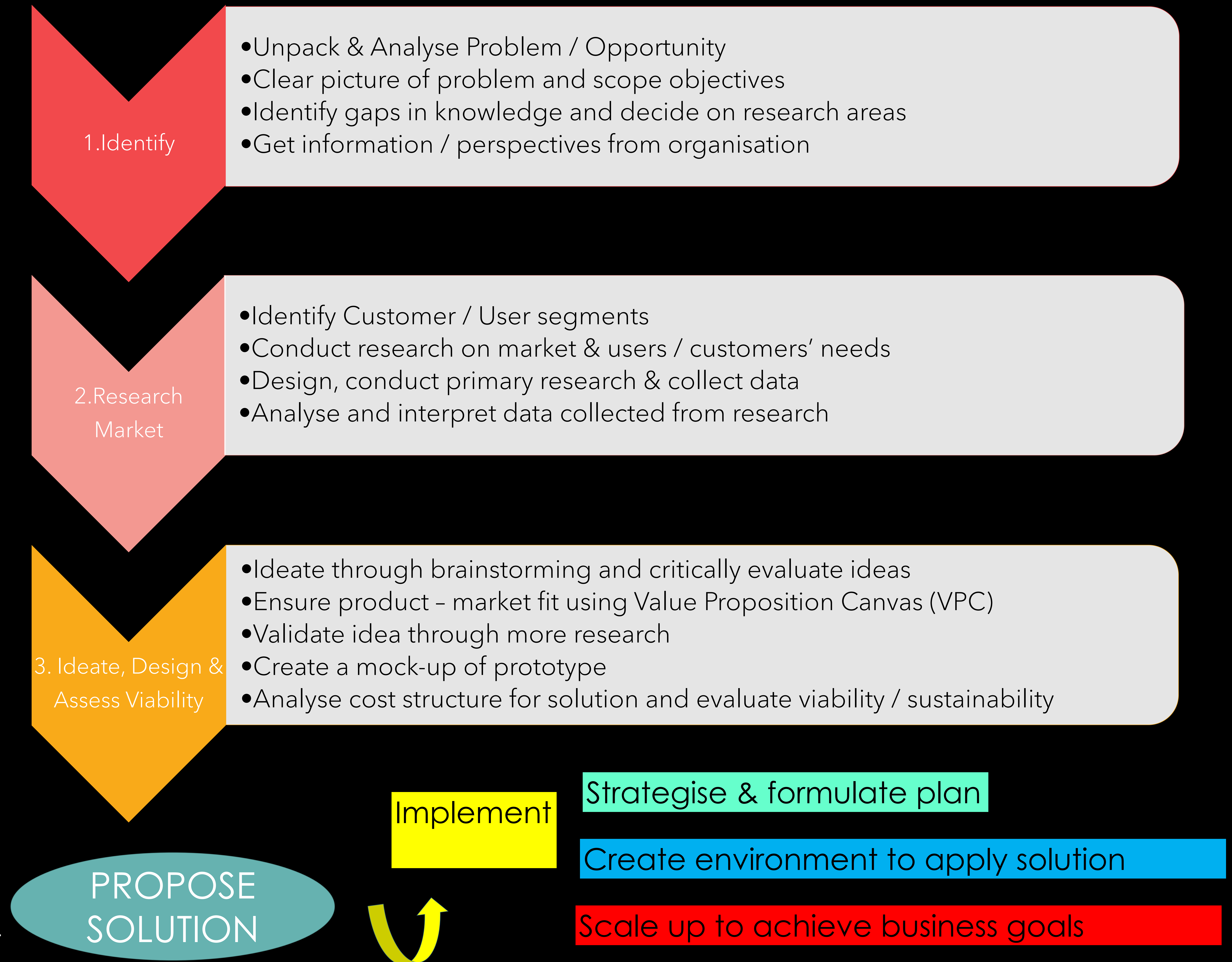


An abstract 3D bar chart with several bars of varying heights and colors (red, teal, orange, and brown) on a black background. A yellow star is positioned at the top of the tallest bar on the left.

# LEARNING OUTCOMES

1. Understand the importance of an innovative and enterprising mindset
2. To solve a given problem, use a problem solving analysis framework to generate pertinent questions to explore problem further
3. Ideate and use the Value Proposition Canvas tool analyse a potential solution to a given business problem
4. Understand the requirements for the group project business proposal report and presentation

To solve a business problem and generate a business solution, start with the following steps:





# Business Model Canvas

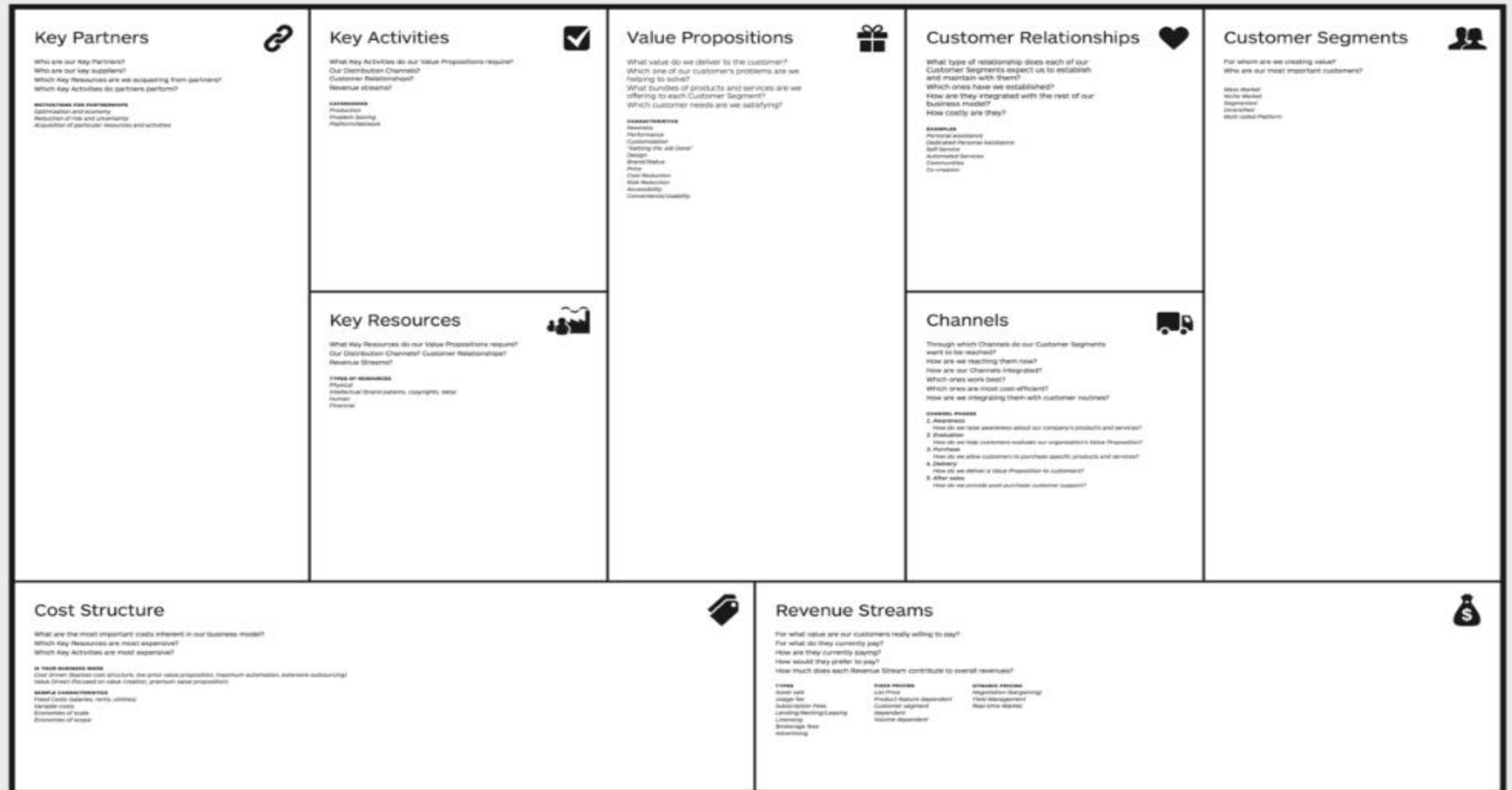
# The Business Model Canvas

Designed for:

Designed by:

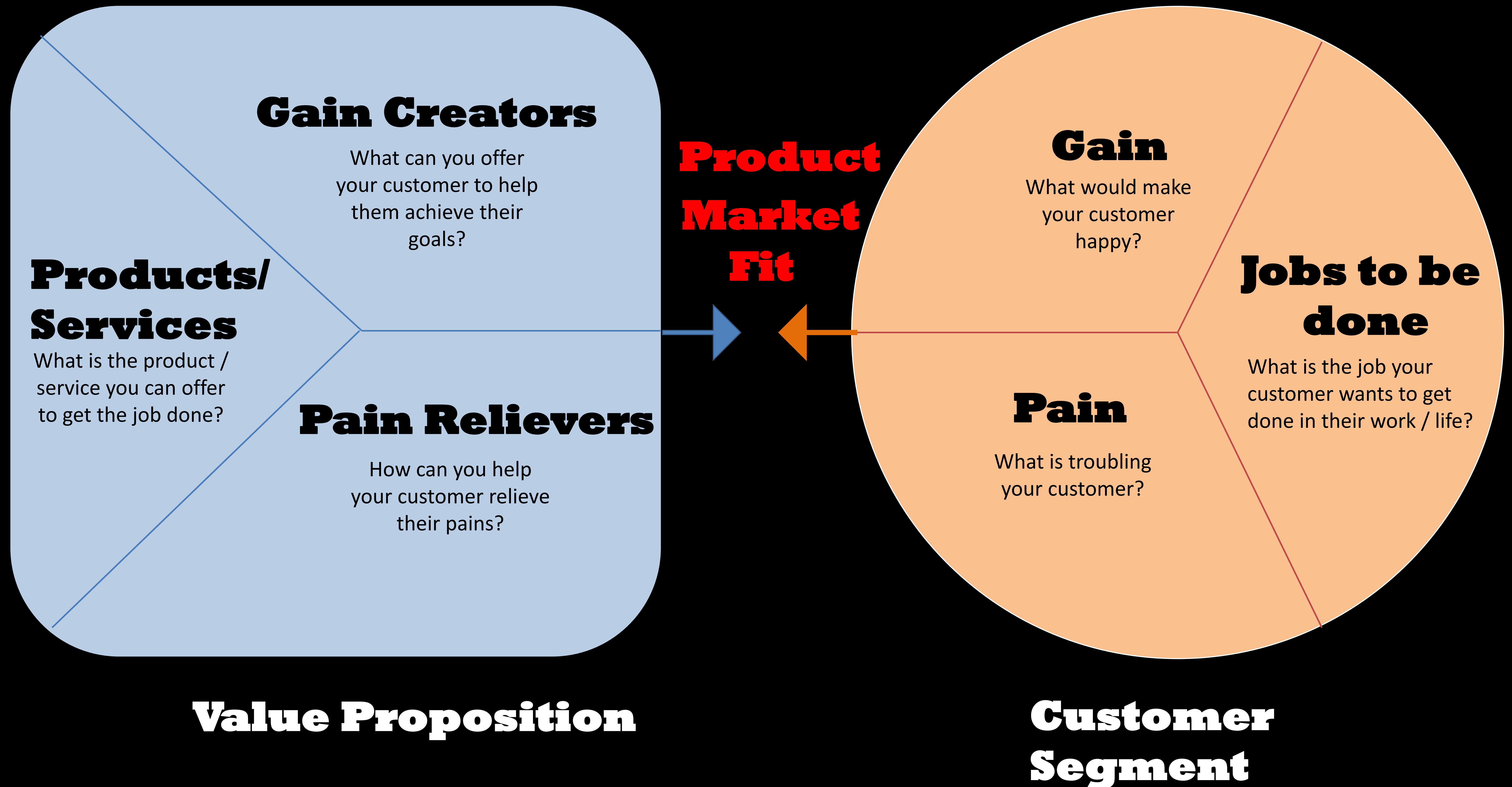
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# Value Proposition Canvas (VPC)



**DMK**

## Seminar 2 Problem Solving Activity

We recognised an opportunity for the DMK brand to support the community beyond creating fashion products, while ensuring relevancy by tapping into a new customer base. Thus, DMK underwent rebranding in 2020. The rebranding was meant to revitalise the brand image through expanding our product range and customer group.

While the rebranding campaign went relatively well, the main challenge still exists, namely:

- How to create a more seamless online and offline shopping experience

<https://dmk.com.sg/>

“A problem well-stated is half-solved”

*Charles Kettering, Head of Innovation in General Motors*

“If I have only an hour to save the world, I would spend 55 minutes defining the problem and 5 minutes solving it”

*Albert Einstein*



# PROBLEM SOLVING ANALYSIS

★ Based on the Problem-Based Learning process (Adapted from Turcotte, 2016)

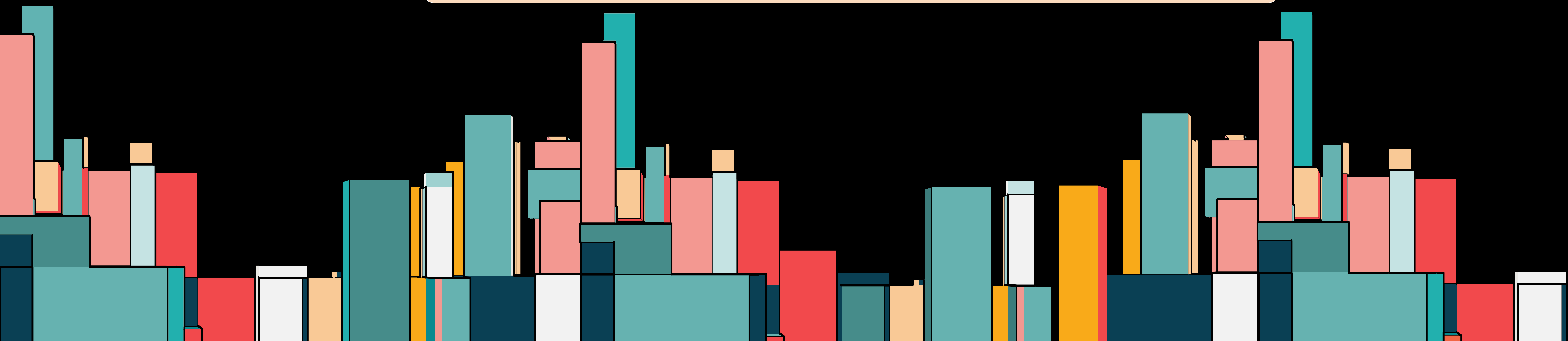
1. Become aware of the problematic situation

2. List existing knowledge about the problem  
(What we know)

3. Identify unknown elements & generate  
questions about the problem (Questions we have)

4. Build new knowledge on unknown elements by  
research (What do we need to research)

5. Make connections between information

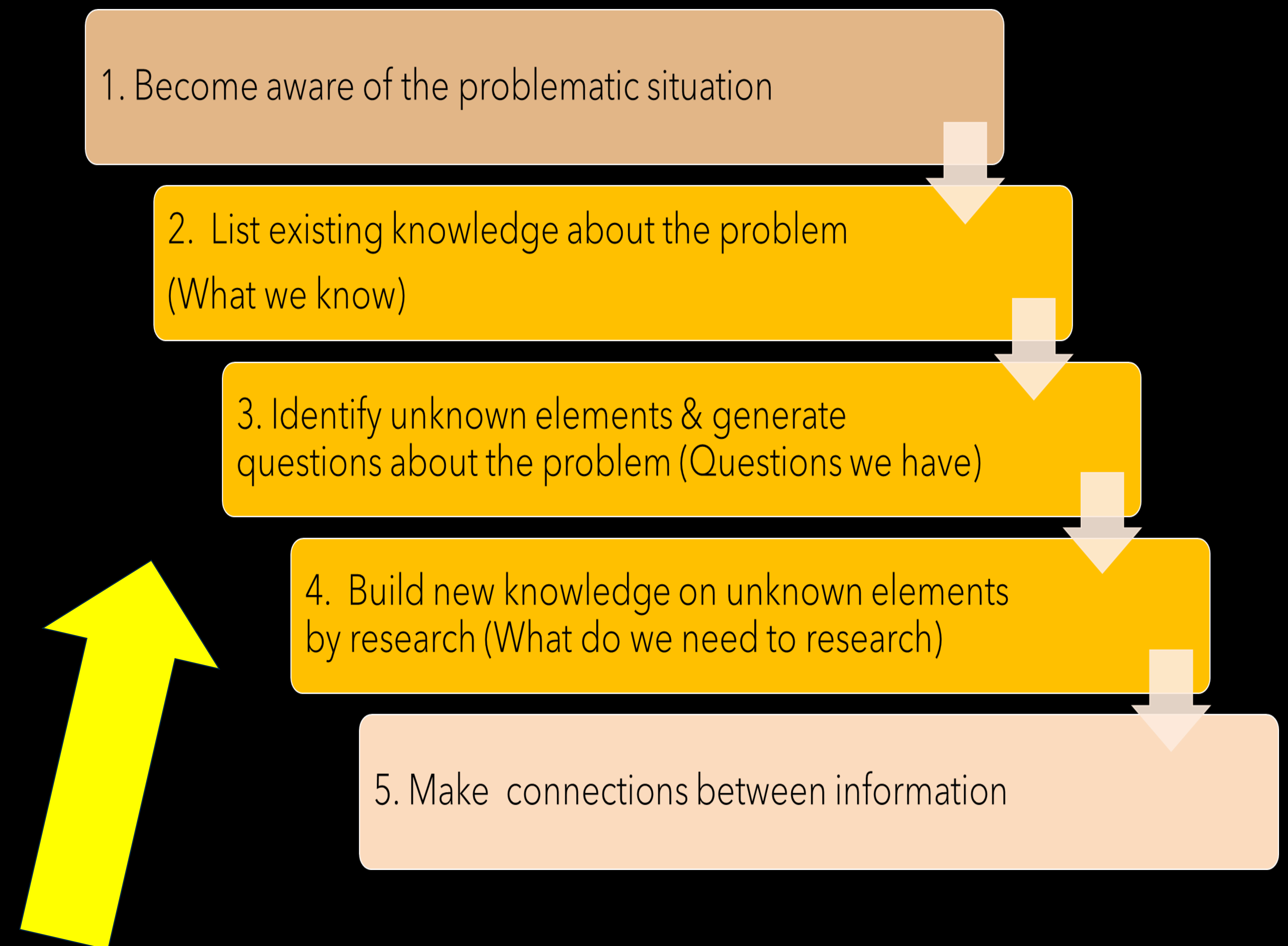




## Unpack, Understand Problem, Ask Questions and Identify Gaps in Knowledge

**For Steps 2, 3 & 4 you will ask questions such as:**

- ☐ What is the problem to be solved?
- ☐ Who does this problem affect?
- ☐ When does this problem occur?
- ☐ Where does this problem occur?
- ☐ How often does this problem happen?
- ☐ What causes this problem to arise?
- ☐ Why should this problem be solved?
- ☐ How is this problem being addressed currently?
- ☐ What are the other issues are involved?



**What Do We Know About The  
Problem**

**Questions We Have**

**What Do We Need To  
Research**

**We will now use these three lists in the Problem Solving Analysis.**



# **Problem Solving Planner**

**(10%)**



# The title of your solution / project proposal

**Tutorial Class, Team Number**

**Team Members**

## **A) Problem Solving Planner (Unpack, Understand Problem, Ask Questions and Identify Gaps in Knowledge) (To Be Submitted 7 Days after Seminar 2 class)**

**Problem Chosen (name of organisation):**

### **What Do We Know About The Problem**

1. Both Online shoppers and offline shoppers are facing less than ideal shopping experience
2. DMK's current customers are mainly ladies in the workplace
3. DMK's products are ladies' shoes and bags
4. DMK's product prices are relatively affordable, targeting the mass market
5. DMK's sales is mainly from their physical stores.

### **Questions We Have**

1. What are the profiles of online shoppers?
2. What are the profiles of offline shoppers
3. Where are the locations of the physical stores?
4. What can a customer do on the website
5. Who are DMK's competitors

### **What Do We Need To Research**

1. How do websites of DMK's competitors function?
2. Any studies/reports on current retail consumer behavior?
3. Any forum or feedback channels on DMK or it's competitors from shoppers regarding online or offline shopping experience?
4. What is the customer journey of an online shopper?
5. What is the customer journey of an offline shopper?

**\*\*List down at least 5 points per column**





This project planner outlines the different aspects of your group project and is a record of what your team has agreed on in terms of goals, deliverables, tasks, roles and contributions of each team member and deadlines. One team representative should submit this group project problem solving analysis and planner in pdf format on the tutorial site 14 days after the Seminar 3 class.

Tutorial Class, Team Number

Team Members

B) Problem Solving Planner (To Be Submitted 14 Days after Seminar 2 class)

Project Members

Name	Role	Contact Information
1.		
2.		
3.		
4.		

Goals

•What are the main goals to be achieved for this project?

Deliverables

•What does the team need to create and deliver as a solution?

Rules / Expectations for Group Project (to be agreed upon by the team)

Communication Plans

- Weekly meeting schedule
- Date, time and location
- Goal of meeting
- Action items: To be completed before meeting

Challenges / Constraints of the Project



This project planner outlines the different aspects of your group project and is a record of what your team has agreed on in terms of goals, deliverables, tasks, roles and contributions of each team member and deadlines. One team representative should submit this group project problem solving analysis (A) and planner (B) in pdf format on the tutorial site 14 days after the Seminar 3 class.

**Tutorial Class, Team Number**

**Team Members**

**B) Problem Solving Planner (To Be Submitted 14 Days after Seminar 2 class)**

**Project Timeline for tasks with target dates of completion (e.g. Gantt chart, etc)**

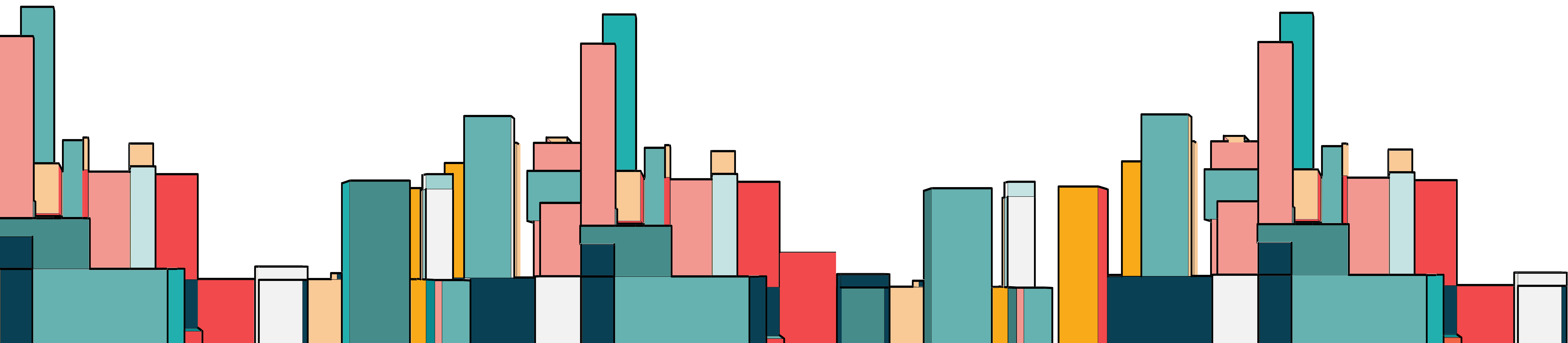


**USING THE DMK PROBLEM STATEMENT, FILL UP THE CUSTOMER SEGMENT.**

- 1. Decide which group of customers and their profile will you be targeting**
- 2. Write down the customer journey (Jobs-to-be-done)**
- 3. Identify the pains and gains from the jobs to be done.**

**(15 mins)**

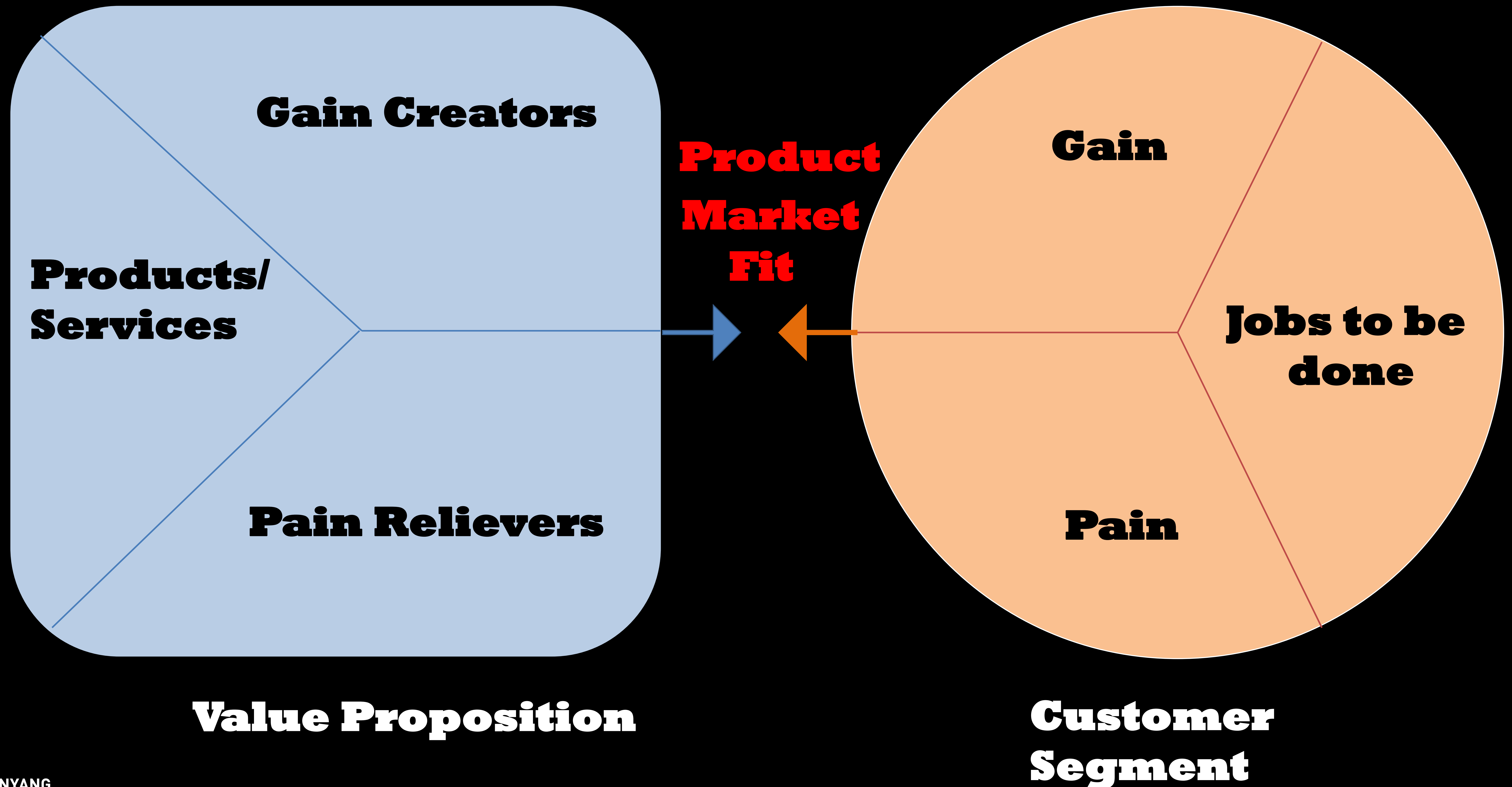
**Sharing by teams on selected customer segment and name 2 to 3 pains and/or gains your team has identified from the Jobs-to-be-done.**





# Value Proposition Canvas (VPC)

Tool to analyse strengths, weaknesses &  
possibilities for concept

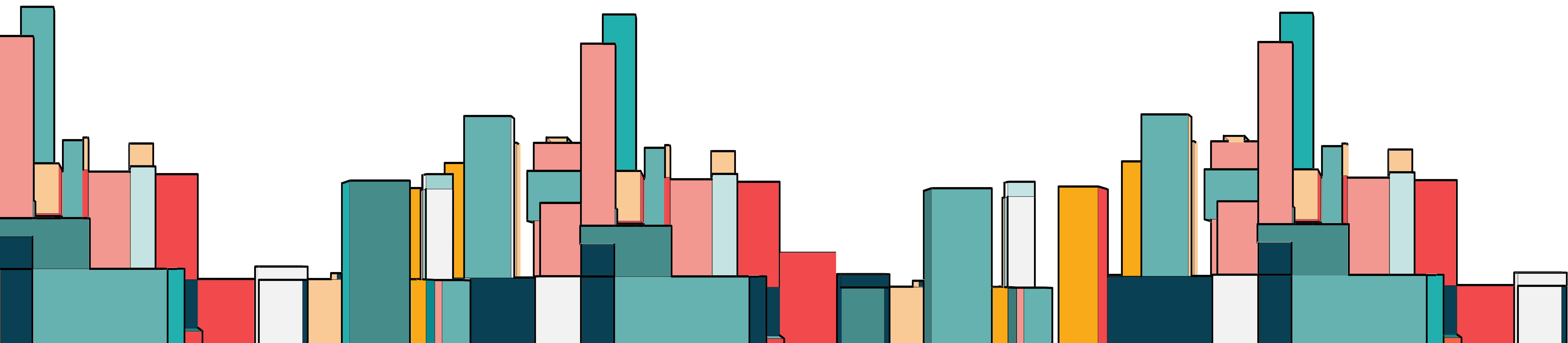




**From your Customer Segment,  
Ideate and fill up the value proposition.**

- 1. Propose pain relieving and gain creating features**
- 2. Ideate a solution that includes as many of the proposed features as possible  
(15 mins)**

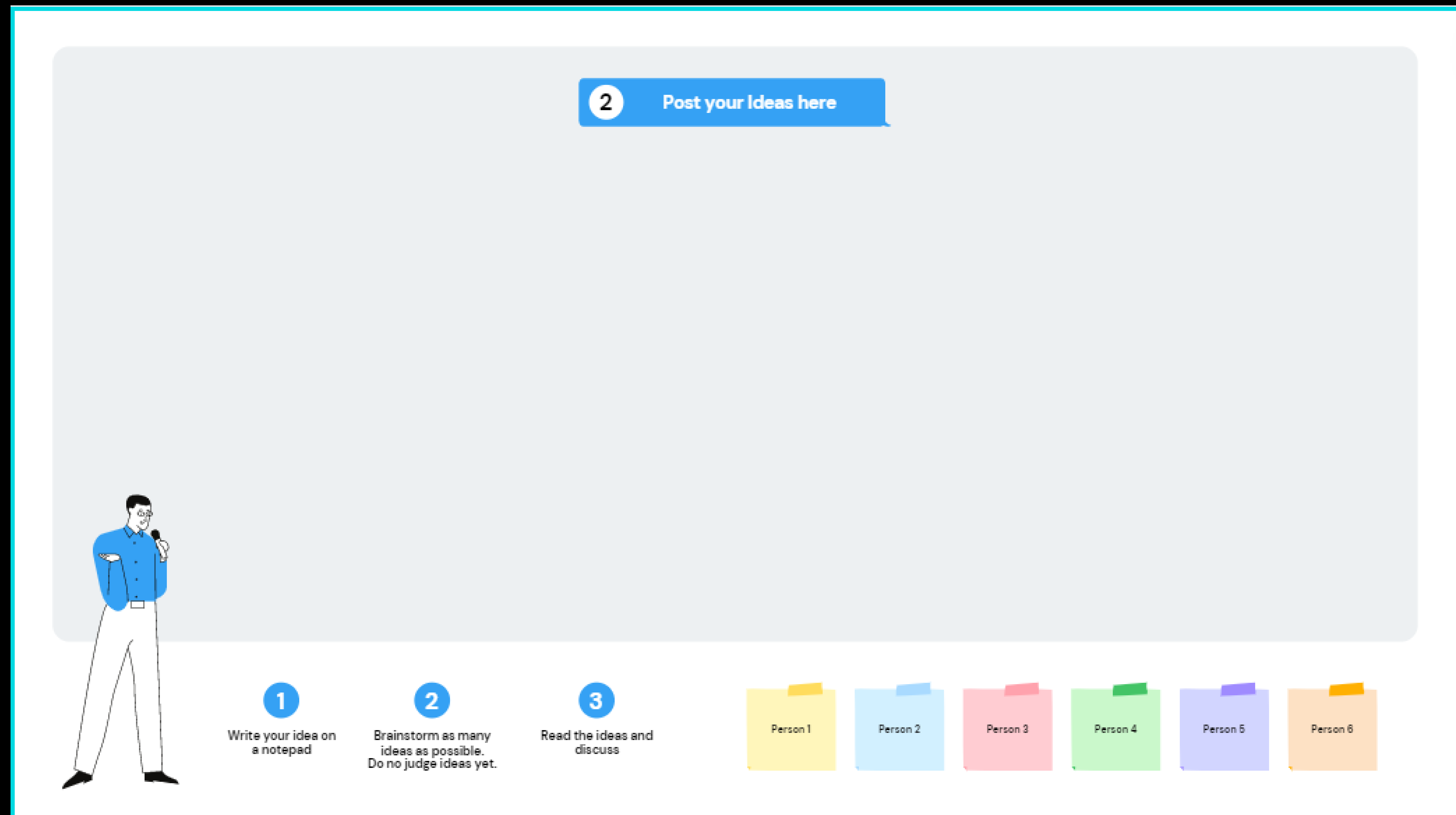
**PASTE THE FLIPCHART PRESENTATION ON THE WALL,  
AND TELL US WHAT IS YOUR SOLUTION  
AND 2 FEATURES OF YOUR SOLUTION THAT ADDRESSES THE IDENTIFIED PAINS/GAINS**



# Ideate features for pain relievers and gain creators

## To start brainstorming:

- ✓ Each team member should generate as many ideas as possible no matter how outrageous! You can draw as well.
- ✓ Do not judge yet.
- ✓ You can add to ideas, adapt and create something different and new





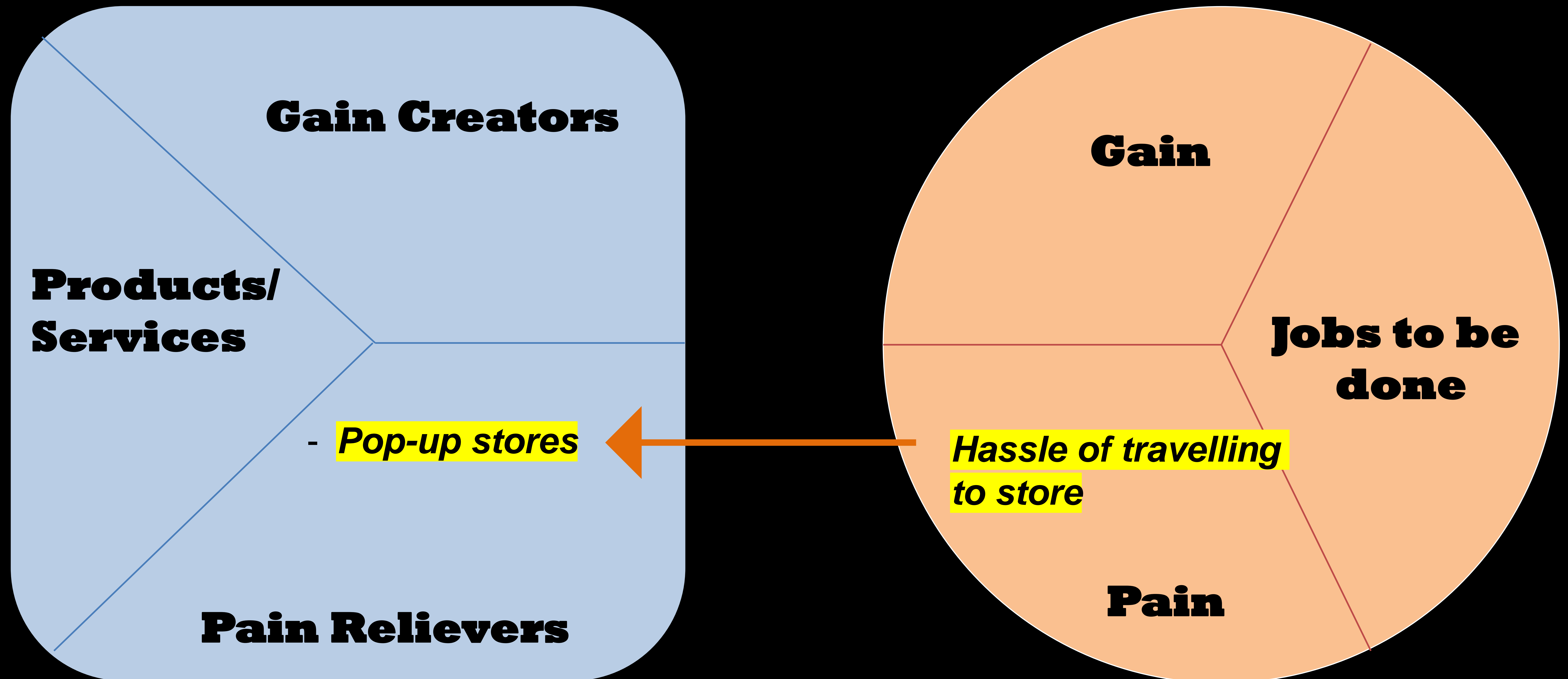


## Evaluate the best ideas:

- **How will this idea solve the problem?**
- **What kind of impact will this have on users?**
- **Is this an achievable or viable solution?**
- **What value is being delivered to the customer?**
- **What are the characteristics of the proposed product / service that meets the needs of the customers?**

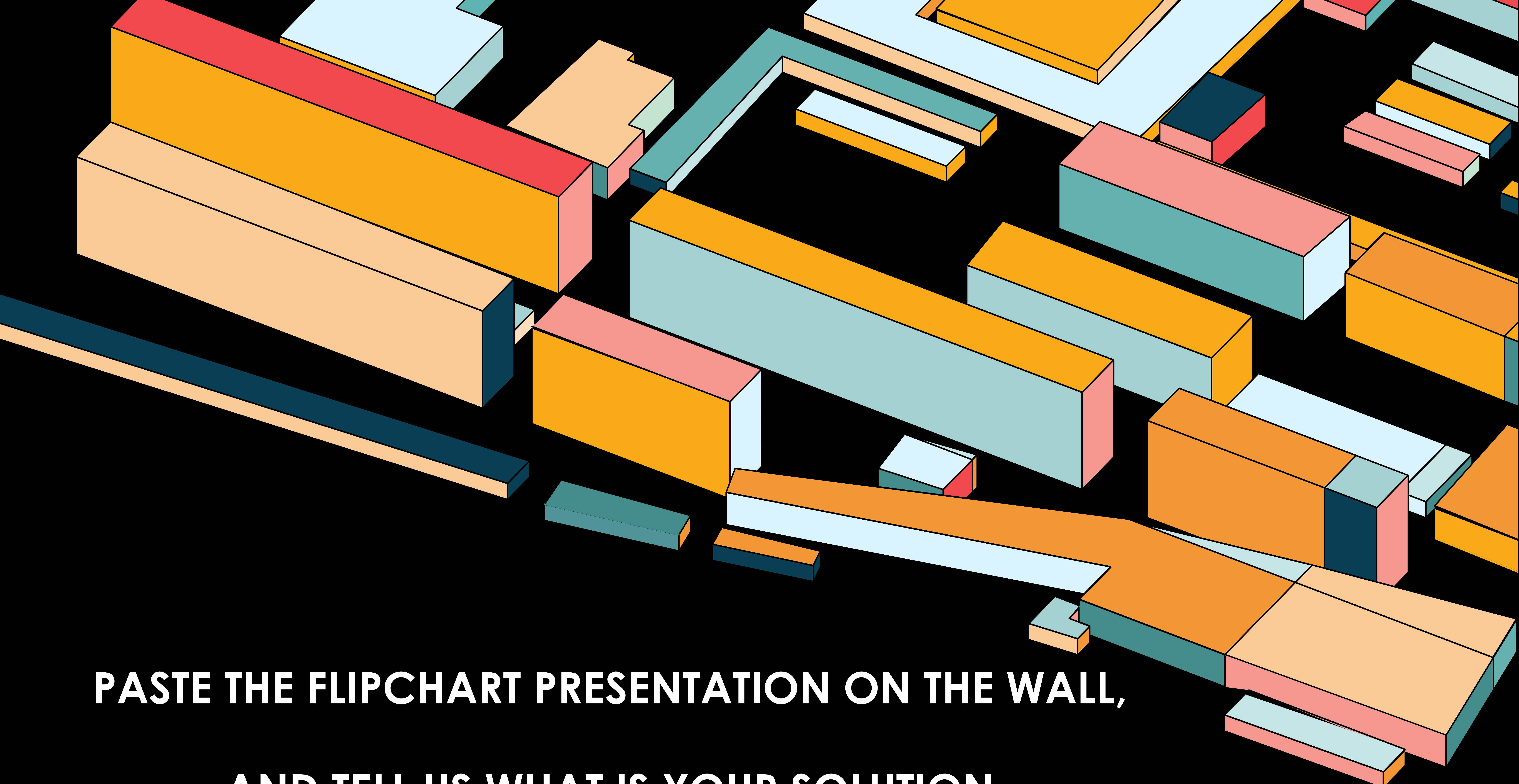


Ideate features for **pain relievers** and **gain creators** and **propose a solution** that includes most of the features (15mins)



PASTE THE FLIPCHART PRESENTATION ON THE WALL,  
AND TELL US WHAT IS YOUR SOLUTION  
AND 2 FEATURES OF YOUR SOLUTION THAT ADDRESSES THE IDENTIFIED  
PAINS/GAINS





**PASTE THE FLIPCHART PRESENTATION ON THE WALL,**

**AND TELL US WHAT IS YOUR SOLUTION**

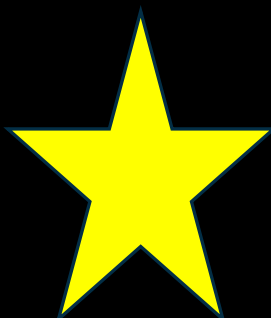
**AND 2 FEATURES OF YOUR SOLUTION THAT ADDRESSES THE  
IDENTIFIED PAINS/GAINS**



A top-down view of a workspace with a laptop in the upper left corner. The desk is covered with several sheets of paper featuring hand-drawn wireframes and sketches. Some sketches include red 'X' marks, blue lines, and various geometric shapes. A blue pen and a green pen are visible on the desk. The text is overlaid in the center of the image.

**Create visual representation of solution / prototype:  
cardboard / foam mockup, storyboard, wireframe, sketch, etc**





<b>Problem Identification &amp; Analysis</b> <i>(What is the big problem?)</i>	<b>Solution's Value Proposition</b> <i>(What is your innovative solution and value does it offer?)</i>
<b>Target Customers / Users</b> <i>(Who do you help &amp; what are users' needs?)</i>  <b>Market Potential</b> <i>(How promising is the market?)</i>	<b>Solution Design</b> <i>(How does the solution's features meet the needs of users / customers? )</i>
<b>Competitor Analysis</b> <i>(How does your product compare?)</i>	<b>Financial Viability</b> <i>(How much will it cost, be priced and be financially sustainable or profitable?)</i>

**BUSINESS PROPOSAL  
REPORT  
(POWERPOINT  
SLIDES)  
(60%)**

**6 COMPONENTS &  
EXECUTIVE SUMMARY**

**Executive Summary  
(Snapshot Summary)**

# **Group Project Proposal Report (Powerpoint Slides)**

**(60%)**



Support the points in your group project report with both primary research and secondary research.

### Primary Research:

Surveys (20 respondents) or Interviews  
(2 interviewees)  
(select only one method only)

**Secondary research:** Consumer / industry reports, news articles, statistical databases, etc

# Conducting Primary Research - Surveys Or Interviews

## (choose one method only)

### Survey: Quantitative

- Standardized questionnaire
- Insights into behaviour, motivations & attitudes (what they do)
- Conclusions - generalise from larger sample
- Statistics / numbers

### Introduction

Screening questions – do respondents qualify?  
– Gender, age, behaviour, etc

### Primarily Close-ended questions:

- ❖ Yes / No
- ❖ Multiple Choice
- ❖ Rating scale  
Highly Unlikely 1---2---3---4---5 Extremely Likely
- ❖ Likert Scale Questions
  - ☐ Strongly Agree
  - ☐ Agree
  - ☐ Neutral
  - ☐ Disagree
  - ☐ Strongly Disagree

### Interview: Qualitative

- Interactive
- In-depth information
- (Why people do what they do)
- How users think and feel

### Open-ended questions:

- ❖ What issues do you typically run into on an e-commerce website?
- ❖ What can be done to help improve your overall user experience?



# 1. Problem Identification & Analysis (*What is the Big Problem?*)

- To identify the problem and discover the issues involved, use the questions and points generated using the problem solving analysis. Define your target customer.
- Focus on:
  - ✓ What is the customer journey? (Jobs to be done in the VPC)
  - ✓ What are the pain points experienced by the customer / user?
  - ✓ What are the gains (benefits) to be provided for the customer?
  - ✓ What is the impact of this problem on the customer / user?
  - ✓ What is the unmet need / gap in the market that is unserved by current products / services?
- You can support your points with relevant research e.g. survey results, comments by customers / users and articles.





## **2. Target Customers / Users & Market Potential**

***(Paint a picture of the customers / users  
& their wants and needs)***

***(How promising is the market?)***

- Describe your target customers / users in terms of demographics, psychographics, behavioural characteristics to give a more in-depth
- Understanding of customers. You could provide a customer profile.
  
- Present trends and results of both primary and secondary research on:
  - ✓What are the needs and wants of your customer / user?
  - ✓What is the size and potential of the market?



### 3. Competitor Analysis

- Who are your main competitors? (identify at least 2)
- How does your solution compare to these competitors?
- What are strengths of your competitors that you can learn from?
- What are weaknesses of your competitors that you improve on and turn into opportunities?

## 4. Value Proposition

- From your customer journey and identified pains and gains, ideate what are the pain relievers and gain creators?
- Propose a solution that can incorporate pain relievers and gain creators.
- What value is being delivered to the customer?
- Ensure a good product-market fit.



## 5. Solution Design

- What are the characteristics / features / details of the proposed product / service that meet the needs of the Customers / users?

Create visual representation of solution / prototype:  
cardboard / foam mockup, storyboard, wireframe, sketch,  
process flowchart, etc.



## **5. Solution Design**

Consider:

What function does it serve?

Is it innovative and unique?

Is its features useful and easy to use?

Is it aesthetically pleasing?

What materials will be used?

How does it work?

Were user preferences and feedback from the interviews / surveys were addressed in the design of the solution?

Is this a practical idea?



## 6. Financial Viability

Is the solution financially viable or sustainable?

Will cover 2 aspects specific to implementing your solution shown below. This does not entail a financial analysis of the company's profit and loss, costs of business operations (for the whole company) and annual turnover.

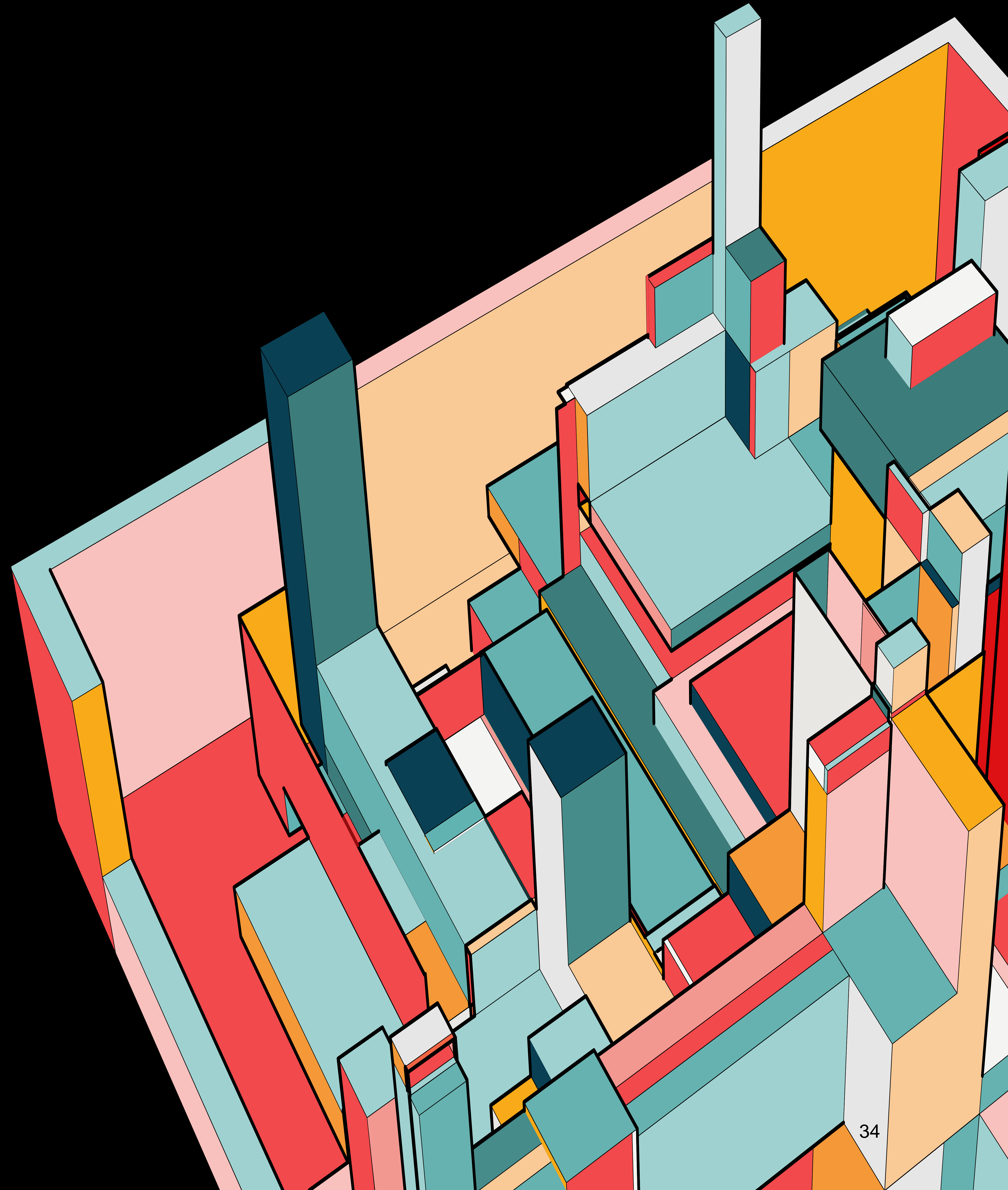
<b>Cost of implementation</b>	Operating, materials, utilities, marketing, manpower, etc.
<b>Projected outcome</b>	Revenue, volume of production, size of take up rate, viewership, engagement, conversion, subscribers, sales generated, volume of transaction, etc.

This is dependent on your proposed solution.

- You only need to present ballpark estimated figures based on credible research data
- Assumptions made must be reasonable.
- Do not attempt to inflate your figures just to make your project look more promising.



# STUDENT SAMPLE





## Presentation Day



- Presentation Day: Same as your Tutorial Group Schedule
- Assessment Schedule: Week 11 / Week 12
- Attire: Business Casual (refer to the FAQ guide)
- Each team should arrive at least 30 minutes prior to your team allocated schedule
- If a member is sick, please e-mail the instructor as soon as possible. Another assessment date will be arranged for those absent with valid reason
- If any members are absent, the team must notify Panel of Advisors immediately prior to the Assessment



## Presentation Day



- Each team member will present 1 – 2 proposal components of the Business Proposal Pitch Deck
- The duration of the presentation is 80 secs per person
- At the end of the team's presentation, a short Q&A will be conducted by the Panel of Advisors
- Every member must have a full picture of their Business Proposal, as Panel of Advisors might pick anyone to answer any parts of the 6 proposal components
- Each member should answer 1 question only (without any assistance from other team members)



# NEXT STEPS

## This Week

- ☐ Choose one problem to work on and submit the Problem Solving Planner within 14 days after tutorial class
- ☐ Submit your Reflection Journal from Speakers Series talk by 6 March 11.59pm

## Week 6 / 7

- ☐ Brainstorm project ideas to solve chosen problem
- ☐ Attend Group Project Consultation 1 (tutorial class slot)
- ☐ Complete Modules 4 & 5 Online and complete quizzes

## Recess Week to Week 9

Attend group project consultation 2 and book your group project consultation session slot via CareerAxis

## Week 8 / 9

- ☐ Seminar 3 (face to face)
- ☐ Watch Seminar Prep Video on tutorial site
- ☐ Prepare for an Internship Ready activity
- ☐ Complete Module 6 online and quiz



# PREPARE FOR F2F GROUP PROJECT CONSULTATIONS

- ☐ **Face-to-face Project Consultation 1 - Weeks 6 / 7 (Tutorial Class Slot)**
- ☐ **Compulsory attendance.**
- ☐ Identify a specific business problem and solution with regard to your team's choice from the different group project problem scenarios
- ☐ Use the Group Project Guide to discuss your business proposal. Come prepared to ask questions about the project.
- ☐ **Teams / Zoom virtual or Face to Face Group Project Consultation 2 session (Recess Week to Week 9).** Book a 15 minute time slot via CareerAxis



## References

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