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Peer-graded Assignment: Applying Design Thinking

Review by Sep 16, 11:59 PM PDT

Reviews   1 left to complete

RDC app for Blue bank

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PROMPT

Identify some of the assumptions made about the success of remote deposit capture functionality. Assess the risk of each assumption affecting our product by classifying the assumptions into following four categories:

1. High impact if wrong, High Probability of it being wrong
2. High impact if wrong, Low Probability of it being wrong
3. Low impact if wrong, High Probability of it being wrong
4. Low impact if wrong, Low Probability of it being wrong

For each assumption, provide the reason why you categorized the assumption into the particular category.

Assumptions:

1. that the Remote check deposit feature will attract new customers

Low Impact if wrong, as the existing customers would be there and wont leave because of a new feature, High probability of being wrong, as the feature is not new in the banking sector and a lot of banks offer these features and some banks also offer the facility by video , thus validating both the check as well the authenticity of customer

2. Customers would be willing to purchase the scanner

High Impact if wrong , because the whole feature depends on having the scanning capability of customers not having access to smart mobiles, High probability of being wrong, there are apps like adobe scan and MS scan which does the scanning and resides next to banking application and email apps

3. Existing Customers would be interested in RCD app all

High Impact because most of the people are not using the check feature at all with the advent of mobile apps , - Low probability that this will go wrong as there are certain mandates which will still require check deposits and its difficult to change customer habits

RUBRIC

Did the learner identify the key assumptions behind this project?

Assumption #1 - Clients will actually buy scanners to deposit checks.

- Low impact since we also have mobile phone option for scanning.
- High Probability that this is wrong assumption based on the current industry trend.

Assumption #2 - Blue Bank's existing clients want this feature.

- Low impact since if this is wrong, the bank can still benefit from new customers.
- Low probability of it being wrong since it will make check deposits easy for existing customers and many current banks already offer this service.

Assumption #3 - Potential customers will open an account with Blue Bank if we launch this feature.

- High impact since, if this assumption is wrong, the Bank does not benefit from this project
- Low probability of it being wrong based on the current industry trend.

○ 0 pts
None of the key assumptions were identified and no other assumptions were listed.

○ 4 pts
None of the key assumptions were identified but other assumptions were identified.

○ 6 pts
At least one of the key assumptions was identified but no other assumptions were identified.

○ 9 pts
At least one of the key assumptions was identified and a few other assumptions were identified.

○ 10 pts
More than one of the key assumptions were identified.

● 12 pts
More than one of the key assumptions were identified and many other creative assumptions were identified.

Were assumptions classified correctly?

○ 0 pts
Didn't classify the assumptions.

○ 4 pts
Classified the assumptions, but no reasoning provided.

● 6 pts
Classified the assumptions and provided valid reasoning.

Any other feedback you have for the learner?

> ok

PROMPT

For any **three** assumptions you identified, please list the MVP Tests or Minimum Viable Experiments you can conduct to validate the assumptions? Please categorize your MVP Tests according to the following categories. It is okay to have 1 or 2 categories with no tests.

1. High Cost, High Quality Data (tests that will be costly to conduct, but will result in high quality data)
2. High Cost, Low Quality Data (tests that will be costly to conduct and will result in low quality data)
3. Low Cost, High Quality Data (tests that will be inexpensive to conduct, but will result in high quality data)
4. Low Cost, Low Quality Data (tests that will be

RUBRIC

Did the learner provide good MVP tests for the selected assumptions?

Examples of good MVP tests:

- A link on the website to enroll in the remote deposit functionality (Low Cost, High Quality Data)
- Link on the website to get more information on an app to deposit checks remotely (Low Cost, Low Quality Data)
- A survey to ask for preferred method of deposit checks (Low Cost, Low Quality Data).

inexpensive to conduct and will result in low
quality data)

MVP test set

Survey with the existing customer base on the preferred
way of depositing checks (low cost, low quality

Paid Survey with region or country wide population(High
Cost, High quality)

Link on the existing banking website to RDC functionality
to garner more functionality(Low cost, High quality

Make a video on the entire process and post it on hero
banner of website and ask user to opt in if it solves their
problem(low cost, High quality)

- A survey to find out of existing clients have a
  scanner, and, if not, would they buy one for
  depositing checks (Low Cost, Low Quality Data).

○ 0 pts
No MVP tests provided

○ 4 pts
Some MVP tests were identified, but none of them
match or are anywhere near the examples listed
above

◉ 6 pts
At least some of the example tests listed above (or
similar) were identified.

○ 10 pts
A lot of good quality tests were identified.

Were MVP tests classified correctly? Was the reasoning
provided?

○ 0 pts
Didn't classify the tests.

◉ 4 pts
Classified the tests but no reasoning provided.

○ 6 pts
Classified the tests and provided valid reasoning.

Any other feedback you have for the learner?

ok

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