

EBU5608 - PRODUCT DEVELOPMENT & MANAGEMENT - COURSEWORK - 2024

Last date of Submission: Monday 29th April 2024 by 23:55 Beijing time (electronic submission via QMPlus, one submission per group, late submission will not be marked). This coursework is worth 30% of the overall mark for the EBU5608 module.

SING UP INTO A GROUP

- Create one coursework group of **5 members** (all the members should be students of the same major/lecture group) and choose your group leader.
- Visit the file **EBU5608 Groups 2024** available on QMPlus to select a coursework group number from your major/lecture group.
- Each student must visit the **EBU5608 Coursework Group Sign-Up sheet** on QMPlus and to register into to his/her group by **Friday 15th March 2024**

INTRODUCTION

For the last 5 years, your group is one team in the Product Development department of a technology-led organisation. The role of your team is to spot gaps in the market, to define problem/need, and to identify an opportunity for a new digital product or service which fit into one of the followings areas:

- Agriculture
- Automotive
- Entertainment
- Healthcare
- Sports
- Teaching and Learning

DETAILS

Your team need to undertake a systemised process that will include **opportunity identification, customer needs identification, mission statement, concept generation and testing**. The outcome of your work will a report that will be given to your organisation's management board to assist them in making their decision on whether to support your proposed product concept.

OPPORTUNITY IDENTIFICATION - 20 MARKS

Task 1

Use the Ulrich and Eppinger's **six-steps process to identify at least three (3) product opportunities**.

Explain in detail all steps of process followed. Use the R-W-W framework to select one exceptional product opportunity; give briefly answers to ALL R-W-W questions when it is necessary.

Action: Visit QMPlus to share a) the problem/need for which you want to develop a digital product, b) the exceptional product idea by **Monday 1st of April 2024** at the latest.

A problem statement is an explanation of an issue or problem to be solved or an unmet need to fill. Your problem/need statement should include the problem itself, stated clearly and with enough contextual detail to establish why a technology-based solution is required. Do not exceed 40-50 words. It is helpful to begin with the sentence: "The problem to be addressed is"

Product idea is a short and clear explanation (1-2 lines description)

e.g. *Networkable, digital machine with copy, print, fax, and scan functions.*

Your product idea should be unique and one that has NOT been proposed by another group.

Therefore, before sharing, you must first check the product ideas posted by other groups.

MISSION STATEMENT – 5 MARKS

Task 2

Define your **project's mission statement** in details.

Complete this task by **Monday 8th of April 2024** at the latest.

IDENTIFICATION OF CUSTOMER NEEDS – 20 MARKS

Task 3

Use the Ulrich and Eppinger's **five-steps process to identify customer needs** for your product/service idea. Explain in detail all steps of process followed. Choose one appropriate method to gather raw data. Use the appendix to provide clear evidence of data collection and analysis like list of questions, tables, charts, etc. Provide a clear list with the needs and answer to the key question: Who and what customers are or could be interested in your digital product/service idea.

Complete this task by **Monday 15th of April 2024** at the latest.

CONCEPT GENERATION AND TESTING – 25 MARKS

Task 4

- I. Once your customer requirements are ready, use an appropriate approach to **generate your product concept** developing a prototype. Provide clear evidence of your product concept using a prototype e.g. functional prototype, drawings/ sketches, simulation, etc. **(15 marks)**
- II. The next stage of **concept testing** should be the culmination point of your report and you should use the Ulrich and Eppinger's **seven-steps process to test** your product concept. **(10 marks)**

Complete this task by **Monday 22nd of April 2024** at the latest.

CONCLUSION – 5 MARKS

Task 5

This should summarise your **findings** and assess the **market potential** of the digital product, including any **shortcomings** that need further development.

ORIGINALITY – 5 MARKS

10 marks will be awarded for the novelty of your idea, namely for the quality of being **new, unique,** and **innovative** product concept.

QUALITY OF THE OVERALL REPORT – 5 MARKS

All reports should include an introduction, all the main sections mentioned above, conclusions, list of references, coursework meetings logbook. You will also be marked on the quality of your English language skills and proof-reading etc.

MEETINGS LOGBOOK - 5 MARKS

You are expected to demonstrate good time-management skills, hold meetings regularly and make meaningful discussions, and manage any disputes that may arise in your group. Therefore, your team should have at least one meeting per week from the **18th of March to 28th of April**. After each meeting, your team should complete the **Coursework Meetings Logbook**, you will find it in the report template.

POSTER – 10 MARKS

Prepare an **academic poster** to present your idea for the new product/service concept to the management board; do not present the product concept development process.

- You are expected to use appropriate techniques (like diagrams, tables, geometric layouts, prototype, etc.)
- The poster should stand on its own, namely if someone read the poster should understand fully the work. All the info should be in English.
- The poster's dimensions should be 110cm x 90cm; a recommended poster template is available on QMPlus. You also can find hundreds references on the web about 'poster presentation', 'academic poster' etc.
- The poster should be 400 – 500 words
- The poster should be a Power Point file
- Have in-text citations and full references using Harvard referencing system.

The best 10 ideas of a product/service will participate in an academic poster showcase event which will take place before the end of the semester.

Complete this task by **Monday 13th of May 2024** at the latest.

FURTHER COMMENTS

- Clear writing comes from clear thinking. Your report should be clear, concise and uncluttered. The report must be no more than **4000 words** (NOT including the Cover page, Table of Contents, Summary of Responsibilities, List of References, Coursework Meetings Logbook, Appendix.) and it is acceptable to use figures, diagrams and tables where relevant. 1 mark will be deducted for every 100 words over the word limit until all 5 marks have been deducted.
- Your report **MUST** follow the template provided; you will find it to QMPlus.
- Your report must have **in-text citations** and full **List of References** using Harvard referencing style. You should look for information on the Internet, in newspapers, in books, journals etc. ensuring that you access as many sources of information as you can, but you **MUST** reference them properly. A document on how to reference correctly using Harvard referencing style can be found on QMPlus.
- **Create your OWN work. DO NOT plagiarise!** Your proposed product concept and report will be tested thoroughly and if you are found to have plagiarised, you may be awarded a mark of zero.
- Marks are awarded AS A GROUP, namely each group member will receive the same mark.
- You are expected to work effectively as a team, play different roles. You are expected to complete the coursework in a timely fashion – this is a very good preparation for work in industry where you will often be expected to work in teams focusing on a certain project with expected outcomes within stated time-limits.

SUBMISSION GUIDELINES

Remember - one submission per group

a. Your **group Leader** must submit:

- i. Your exceptional **product idea** to QMPlus module's area by **Monday 1st of April 2024 by 23:55 (Beijing time)**.
- ii. Your **report** (MS Word file) to QMPlus module's area by **Monday 29th April 2024 by 23:55 (Beijing time)** with the following name: ***EBU5608_Group XXX_Report.doc***
- iii. Your **poster** as a MS PowerPoint (not PDF) to QMPlus EBU5606 module's area by **Monday 13th of May 2024 by 23:55 (Beijing time)** with the following name: ***EBU5608_Group XXX_Poster.ppt***

b. Every **individual group member** should fill and submit the **Group Process Form** (MS Word file) to QMPlus module's area by **Monday 29th April 2024 by 23:55 (Beijing time)** with the following name: ***EBU5608_Group XXX_Student Full Name_Group Process Form***