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| Student Name |  | | Student Number | |  |
| Unit Code/s & Name/s | BSBCRT512 Originate and develop concepts | | | | |
| Cluster Name  *If applicable* | N/A | | | | |
| Assessment Type | Assignment  Project  Case Study  Portfolio  Third Party Report (Workplace)  Third Party Report (Peer)  Other | | | | |
| Assessment Name | Written Assignment | | Assessment Task No. | | 1 of 3 |
| Assessment Due Date |  | | Date Submitted | | / / |
| **Assessor Feedback:** | | | | | |
| **Attempt 1** | Satisfactory | Unsatisfactory | | Date | / / |
| Assessor Name |  | | Assessor Signature | |  |
| **Student provided with feedback and reassessment arrangements**  *(check box when completed)* | | | Date scheduled for reassessment | | / / |
| **Attempt 2** | Satisfactory | Unsatisfactory | | Date | / / |
| Assessor Name |  | | Assessor Signature | |  |
| Note to Assessor: Please record below any reasonable adjustment that has occurred during this assessment e.g. written assessment given orally. | | | | | |
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| Assessment Criteria / Benchmarks  ***The evidence submitted demonstrates that the student has satisfactorily:*** | Attempt 1 | | Attempt 2 | |
| **Date**  \_\_/\_\_/\_\_ | | **Date**  \_\_/\_\_/\_\_ | |
| Y | N | Y | N |
| Part 1: Solution to a Problem | | | | |
| 1.1 Selected one of the provided scenarios. In consultation with the client, evaluated it by identifying: |  |  |  |  |
| 1. Who the client is |  |  |  |  |
| 1. Who the target audience is |  |  |  |  |
| 1. What the issue is that has been presented |  |  |  |  |
| 1.2 Used a creative thinking technique, brainstorm five (5) possible general innovative concepts that could be implemented for the identified issue from the scenario |  |  |  |  |
| 1.3 Researched, Identified and assessed any possible constrains or restrictions, within the scope of your job and including any organisational policies that would need to be incorporated when developing a solution |  |  |  |  |
| 1.4 Presented the finding so far to a group of your peers and discussed the brainstorming and research. Documented any feedback provided and narrowed down which two (2) concepts should be then further developed |  |  |  |  |
| 1.5 Selected two (2) concepts and conducted further research and listed the factors that could affect the viability of implementing the solution. Included but not limited to: |  |  |  |  |
| 1. commercial potential |  |  |  |  |
| 1. suitability of the target users/business |  |  |  |  |
| 1. feasibility of implementing the solution |  |  |  |  |
| 1.6 Presented the findings for the two (2) concepts to the client and documented the feedback provided to help narrow down which concept should be then further developed |  |  |  |  |
| 1.7 Documented which concept was going to further develop and why it was selected |  |  |  |  |
| 1.8 Brainstormed ideas of how to address the above identified factors for the selected concept. Assess each idea against the identified factor and how it would be viable to implement |  |  |  |  |
| 1.9 Collating your initial innovative concept, the organisational restrictions and the viability factors, fully develop your concept to a viable concept including any issues and requirements to make it commercial |  |  |  |  |
| 1.10 Evaluated if the overall concept is a viable solution to be implemented, includ any practical and operational issues that could affect the implementation. If it is not, what can be done to make it viable |  |  |  |  |
| 1.11 Compared and evaluate the innovative solution to commercial solutions that are already on the market |  |  |  |  |
| Part 2: Present the Solution | | | | |
| 2.1 Prepared a presentation to Pitch the final concept to the client and a group of class peers. Mad sure to check your vocabulary and grammar. |  |  |  |  |
| 2.2 Answered the questions that the client asked about the solution |  |  |  |  |
| 2.3 Documented all feedback given by the client and class peers |  |  |  |  |
| 2.4 Reflected on the feedback given and what adjustments could be made to refine the solution |  |  |  |  |
| 2.5 Implemented the adjustments to refine and finalise the solution for submission |  |  |  |  |