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| Student Name | | James Eastman | Student Number | 467513560 | |
| Unit Code/s & Name/s | | BSBCRT512 Originate and develop concepts | | | |
| Cluster Name  *If applicable* | | N/A | | | |
| Assessment Type | | Case Study  Assignment  Project  Other *(specify)* | | | |
| Assessment Name | | Assignment | Assessment Task No. | | 3 of 3 |
| Assessment Due Date | | 28/08/2024 | Date Submitted | 22/08/2024 | |
| Assessor Name | | Leonie Boyle | | | |
| **Student Declaration:** I declare that this assessment is my own work. Any ideas and comments made by other people have been acknowledged as references. I understand that if this statement is found to be false, it will be regarded as misconduct and will be subject to disciplinary action as outlined in the TAFE Queensland Student Rules. I understand that by emailing or submitting this assessment electronically, I agree to this Declaration in lieu of a written signature. | | | | | |
| Student Signature | James Eastman | | Date | 22/08/2024 | |
| **PRIVACY DISCLAIMER:** TAFE Queensland is collecting your personal information for assessment purposes. The information will only be accessed by authorised employees of TAFE Queensland. Some of this information may be given to the Australian Skills Quality Authority (ASQA) or its successor and/or TAFE Queensland for audit and/or reporting purposes. Your information will not be given to any other person or agency unless you have given us written permission or we are required by law. | | | | | |

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| Instructions to Student | **General Instructions:**  Brief: This assessment involves you demonstrating knowledge of creative thinking processes for finding a workable IT solution for a small business problem.    **Assessment Instructions:**  You are to use the provided scenario and answer the following questions at the end of this document. The answers should consist of full paragraphs and sentence structure, checked for spelling and grammar issues and uses the correct industry terminology.  **Scenario:**  You are a professional IT consultant and have been asked to provide advice on a system solution for a small new local business. The business is a boutique training provider called YouStar, offering training programs in “How To Be A YouTube Sensation” where participants can learn about filming, editing their own video content, marketing it and building a subscriber base to promote themselves across social media platforms. They are planning to launch this 3 month program in the next 12 months and are currently setting up their systems. They anticipate running large online groups of up to 60 students per intake. They would like your advice on a system solution for their enrolment system. How can they streamline their enrolment process, collection of data, communication channels and access to their learning materials?  **Technical Specifications:**   * Typed into this word document * Full paragraphs and sentence structure * Checked for spelling and grammar issues * Uses the correct industry terminology   **Materials to be Supplied:**   * Computer with internet access, and a browser * Access to Connect materials   **Level of Assistance:**  Reasonable adjustment will be made for students as and when appropriate after consultation with the Access Ability Services Team.  **Work, Health and Safety:**  TAFE Queensland student rules are designed to ensure that learners are aware of their rights as well as their responsibilities. All learners are encouraged to familiarise themselves with the TAFE Queensland student rules. To view the Work, Health and Safety rules please visit <https://tafeqld.edu.au/about-us/policy-and-governance/policies-and-procedures/student-rules-and-policies/health-and-safety.html>  **Assessment Criteria:**  To achieve a satisfactory result, your assessor will be looking for your ability to demonstrate the following key skills/tasks/knowledge to an acceptable industry standard:  Develop ideas/concepts for a system solution in an IT workplace context and refine the solution to meet business requirements  Employs full paragraph and sentence structure, checked for spelling and grammar issues and uses the correct industry terminology.  **Number of Attempts:**  You will receive up to two (2) attempts at this assessment task. Should your 1st attempt be unsatisfactory (U), your teacher will provide feedback and discuss the relevant sections / questions with you and will arrange a due date for the submission of your 2nd attempt. If your 2nd submission is unsatisfactory (U), or you fail to submit a 2nd attempt, you will receive an overall unsatisfactory result for this assessment task. Only one re-assessment attempt may be granted for each assessment task.  ***For more information, refer to the Student Rules.*** |
| Submission details | Insert your details on page 1 and sign the Student Declaration.  **Due Date:** Week 6  **Naming convention:**  AT3\_Yourname.doc  **The following Evidence Must be Submitted:**  This written assessment task must be typed into the space provided below at the end of this document and should consist of full paragraph and sentence structure, checked for spelling and grammar issues and uses the correct terminology.  All required assessment materials are to be submitted via Connect. If you are absent from class on the submission date you must provide a medical certificate if you are unwell or an email explaining your absence.  TAFE Queensland Learning Management System: Connect url: [*https://connect.tafeqld.edu.au/d2l/login*](https://connect.tafeqld.edu.au/d2l/login)   * Username; 9 digit student number * For Password: Reset password go to [*https://passwordreset.tafeqld.edu.au/default.aspx*](https://passwordreset.tafeqld.edu.au/default.aspx) |
| Instructions for the Assessor | **Assessment Range and Conditions:**  **Specifications of assessment:**  Assessors must have a high level knowledge of IT projects or system implementation.  **Equipment or material requirements:**  Access to internet and Microsoft Word on a computer.  **Details of Location:**  Students will complete this written task in their own time outside of their scheduled class time.  **Time Restrictions:**  To be submitted on the due date  **Level of assistance permitted (if any):**  Reasonable adjustment will be made for students as and when appropriate after consultation with the Access Ability Services Team.  Interactions with team members, supervisors, clients/customers  Student to contact teacher or program coordinator if they require assistance with this task  Contingencies if conditions cannot be met  Report to program coordinator  **Technical Specifications:**   * Typed into this word document * Full paragraphs and sentence structure * Checked for spelling and grammar issues * Uses the correct industry terminology |

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|  | **Assessment Criteria:**  To achieve a satisfactory result, your assessor will be looking for your ability to demonstrate the following key skills/tasks/knowledge to an acceptable industry standard:  Develop ideas/concepts for a system solution in an IT workplace context and refine the solution to meet business requirements  Employs full paragraph and sentence structure, checked for spelling and grammar issues and uses the correct industry terminology. |
| Note to Student | An overview of all Assessment Tasks relevant to this unit is located in the Unit Study Guide. |

1. Name three (3) **creative thinking techniques** that you have learnt that can be used to generate innovative solutions to the YouStar IT enrolments issue.

* Brainstorming: Group activity where participants propose multiple ideas quickly. In this case, gather diverse input from team members on how to streamline the enrolment system.
* Mind Maps: Visually organizing ideas to explore connections between different components of the enrolment process, such as data collection, communication, and access to learning materials.
* 6 Thinking Hats: Applying different perspectives (logical, emotional, optimistic, pessimistic, creative, and process-driven) to consider various aspects of the enrolment system.

1. Explain the steps involved in the **ideation process** for developing and implementing the ideas for the YouStar enrolment system.

Steps:

Evaluate Preliminary Ideas:

* Commercial Potential: Does the solution meet the needs of YouStar’s target audience (e.g., aspiring YouTube creators)?
* Feasibility: Is it technically possible? Can it handle 60 students per intake?
* Pass/Fail Evaluation: Does the idea align with the brief and meet YouStar’s goals?
* Market Comparison: Compare the proposed system to similar enrolment systems in the online education market.

Developing and Refining Ideas:

* Consider YouStar's policies and procedures to ensure the solution fits organizational standards.
* Ensure compliance with relevant legislation (e.g., data privacy laws).
* Design prototypes and iteratively refine based on analysis.

Self-Evaluation of Design Work:

* Continuously assess the progress, ensuring deadlines are met.
* Make adjustments as needed to meet production schedules.

Feedback Process:

* Gather feedback from colleagues, clients, and managers to refine the solution and ensure it meets YouStar's needs.

1. Name three (3) existing **products or programs** that could address the YouStar IT enrolments issue.

Here are 3 Learning Management Systems that are currently available which could providea solution to the enrolment issues.

**Canvas LMS** – A comprehensive learning management system that supports all stages and styles of education, offering features like grade books, course authoring, assessments, mobile communication, video learning, and digital badging.

**Google Classroom** – A secure, all-in-one platform for K-12 education that enhances collaboration and visibility, offering tools for creating assignments, sharing feedback, tracking progress, and integrating with third-party apps and other Google products like Google Meet.

**Moodle** – An open-source, customizable, and scalable learning management system with intuitive interfaces, suitable for K-12, higher education, and corporate training, offering community support, plugins, and 24/7 assistance through certified partners

1. Describe three (3) factors that could affect the **feasibility of implementing** a solution. Consider realistic workable solutions.

* Budget Constraints: The financial resources available to develop and implement the system.
* Technical Expertise: Availability of skilled staff to manage and maintain the enrolment system.
* Scalability: The system must be able to handle an increasing number of students as the business grows.

1. Name three (3) **Issues** that need to be considered when commercialising a concept.

* Market Competition: Consider how the concept compares to other similar solutions.
* Cost-Effectiveness: Ensure the system provides good value for both the company and the students.
* Intellectual Property: Protect the concept through patents or trademarks if necessary.

1. Name three (3) **Requirements** that need to be considered when commercialising a concept.

* Regulatory Compliance: Ensure the enrolment system adheres to data protection laws (e.g., GDPR).
* User-Friendly Interface: The system should be intuitive for both students and administrators.
* Integration Capabilities: Ensure it can integrate with other tools YouStar uses (e.g., payment gateways, marketing platforms).

1. Explain two (2) **operational issues** that need to be considered in the workplace context for YouStar implementing their new system solution.

* System Maintenance: Ensure there is ongoing support and maintenance to resolve issues.
* Staff Training: Ensure that staff is trained to use and manage the new system effectively.

1. Explain three (3) **practical issues** that determine if a concept can be implemented in a workplace.

* Infrastructure Requirements: Does YouStar have the necessary IT infrastructure to support the system?
* User Adoption: Will students and staff be comfortable using the new system, or will there be resistance to change?
* Time to Implementation: How long will it take to implement the system without disrupting current operations?

**End of Assessment**