



CSE3PPE / CSE5003

Workshop 2

Semester 1 2024

Today's focus:

- Questions from lectures
- Forming groups
- Myers-Briggs Type Indicators: how can we harness our strengths to work effectively in a team?
- Quibi case study
- How do we pitch?
- Group work: identifying the problem
- Assignments 1 and 2 details and questions

Notes on forming groups

- Group work is a major part of this subject.
- You need to form a group of 4 or 5
- The more diverse your group is, the better. Think about different study specialities and interests as well as cultural and gender diversity.
- Utilise the discussion forum on the LMS to seek out group members and exchange contact details.
- Select a team member responsible for communicating with me on behalf of your group. You need to tell me who this person is.
- If you have not formed part of a group by Workshop 2 you may be allocated a group.
- Please email the names and student numbers of your team members, the nominated person for correspondence and your team name to your tutor.

Diversity in teams are a good thing

Differences in our backgrounds, life experiences, and the way we think are important resources in teams.

However, for teams to really function well, we need to understand that we are all different, and that we should be open minded about the needs of our team members and the conditions everyone requires to excel.

When you form your teams, spend some time together and ask each other:

- What are your expectations for this class (what do you want to get out of it, what grades are you hoping to get)?
- What are your preferences that enable you to excel in study?
 - Do you work best late at night or early mornings?
 - Do you have to study around work commitments, or children? What times work best for you?
 - Do you naturally leave things to the last minute, or are you super organised? How can you bring these preferences together so the team works well – even with these differences?

Activity 1: Quibi

https://www.youtube.com/watch?v=GWd92h0I_Lg



Activity 2: Quibi

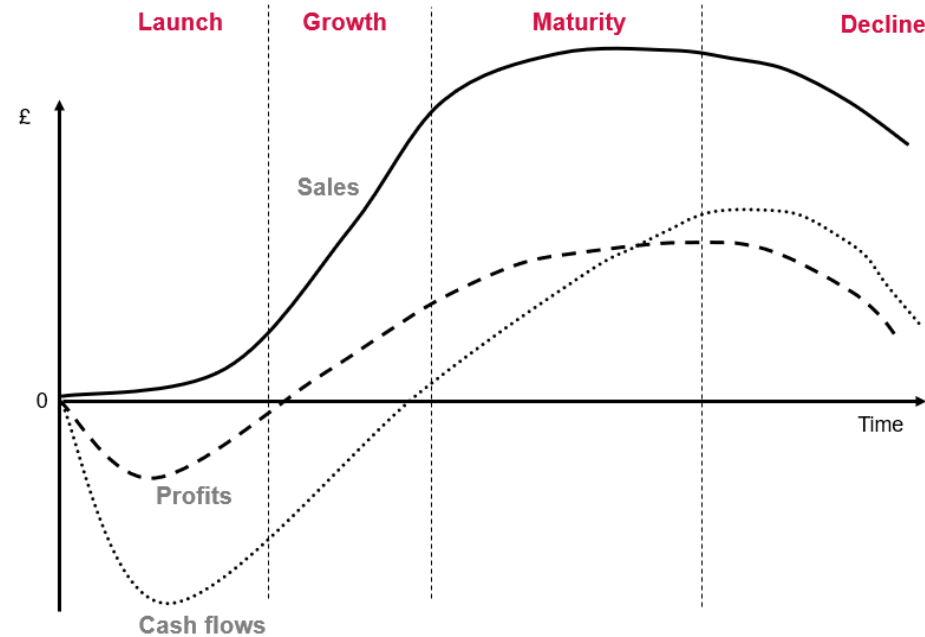
Quibi is considered one of the largest start-up failures in recent times.

So what went wrong?

In your groups, discuss and explain the reasoning for the fall of Quibi.

Life cycle model

Life cycle model



Corporate Financial Strategy

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Activity 2: Identifying the Problem

What is a problem statement?

A problem statement is one or two sentences that describe the problem your product or service is trying to address. The problem statement should outline why the problem is an issue, as well as identify the impact of the problem.

The key to a good problem statement is specificity. The problem statement should:

1. clearly and succinctly outline the problem;
2. identify only one problem;
3. be no more than one or two sentences; and
4. should not provide a solution to the problem.

A framework that can be used to draft a problem statement is the 5 W's Framework: WHO, WHAT, WHEN, WHERE and WHY

Who is impacted by the problem? **What** happens when the problem occurs? **When** does the problem occur?

Where does the problem occur? **Why** does the problem occur?

Note: at this stage you should not be 'solving' the problem!

Activity 2: Problem Statement Examples

Cause -> effect

Parking at University

Students at La Trobe University struggle to find carparking to attend university due to poor layout and lack of surplus parking spaces, leading to students running late for classes or receiving fines for parking in the wrong place.

Share house tensions

Differences in hygiene and cleanliness expectations between a group of people living in a share house results in untidy and unclean shared living spaces, causing frustration and tension between housemates.

Lunchboxes

A tendency of primary school aged children to leave their lunch boxes in their school bag results in higher-than-average mould growth rates in food storage containers over school holiday periods, impacting the health and wellbeing of their parents on discovery.

Activity 2: Group work

Please brainstorm on a problem concept with your group members.

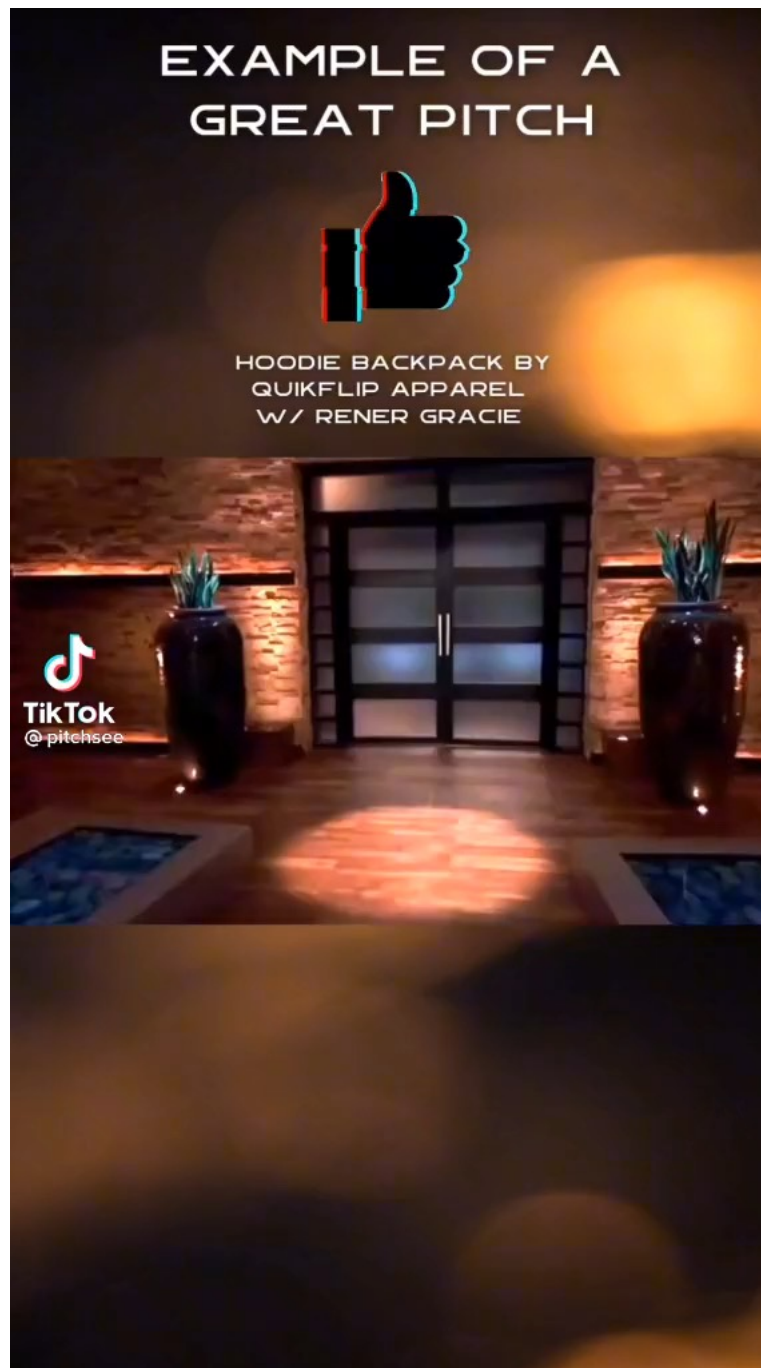
- At this stage you should not be focussing on the solution, however your solution **MUST** be something connected with IT.
- Therefore, ensure your problem can relate to a potential I.T.-related solution.
- This idea is the one you will work on for Assignments 2 and 3.

Over the next week:

- define the problem that needs to be addressed;
- validate that the problem is real by speaking to people impacted by the problem;
- find the earlyvangelists from within these customer segments; and
- briefly summarise the benefits that will result from addressing the problem.

Pitching

Pitching



Between now and the next workshop:



Connect with group members; confirm meeting schedule and plan for completing assignments



View all lectures available.



Talk to people!

Thank you