

# Assessment 2: Sustainable solutions report and pitch

## Assessment Brief

### Overview

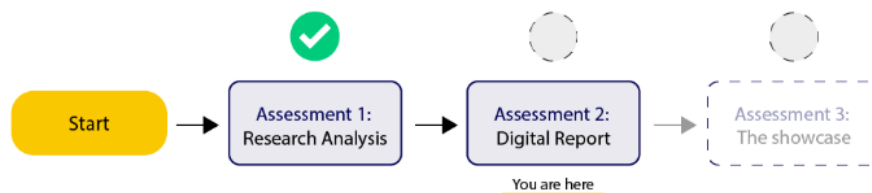
Your task will involve working in small, fast teams (max 5 per group) to collaboratively develop a comprehensive sustainable solution digital report. This report will focus on **proposing sustainable solutions to address the wicked problem** presented by the industry partner (**DiDi**). You are encouraged to glean on the insights gained from the **first assignment** and discuss in your group the challenges, issues and opportunities your insights presents to the inudstry partner.

Your objective will be to showcase your skills in evaluating, analysing, and applying research designs, as well as proposing innovative solutions to wicked problems provided.

### Purpose

As a business research student, engaging in this assessment task offers valuable opportunities to enhance critical thinking, immersion into research designs and problem-solving skills. You will achieve this by working in teams and addressing the problem from various perspectives. Your solutions should utilise **innovative (digital) technologies** and align with specified **Sustainable Development Goals (SDGs)**, this way you will not only deepen your understanding of the **shared economy** but also contributing to create a positive **societal impact**.

You will collaborate with your team to collectively plan, generate ideas, and create your sustainable solutions report.



This assessment task is the second part of your three-part assessment journey.

## Learning Outcomes

The targeted Course Learning Outcomes (CLOs) for this assessment are:

- **CLO1:** Critically evaluate the broad range of research literature and synthesise options for innovative business research design.
- **CLO2:** Develop innovative solutions to business problems for sustainable social, environmental, and economic impact.
- **CLO3:** Effectively communicate advanced and integrated research designs to professional target audiences and make reasoned judgments to inform transformative and sustainable business practices.
- **CLO4:** Critically analyse the contemporary issues, theories and practice including future of work and technology in the workplace

## Marking Criteria

This assessment will measure your ability to:

- **Research and analysis (30%):** Depth and quality of research and analysis, demonstrating critical evaluation of research literature and findings.
- **Evaluation of proposed solution (30%):** Evaluation of the proposed solutions in terms of their creativity, practicality, applicability, and effectiveness in utilising (digital) technologies and contributing to social, environmental, and economic sustainability. (NB. This marking criterion also covers the solution implementation timeline)
- **Sustainable development goals (SDGs) alignment [AOL1C] (10%):** Propose and design innovative solutions for specified SDGs.
- **Assurance of Learning (AoL) 2B (10%):** Explains (the) collaboration with multidisciplinary teams and their varied perspectives to produce innovative solutions to complex problems.
- **Group Pitch (20%):** Demonstrate clear and concise pitch, oral expression, team work, digital fluency and the use of innovation application, and digital expression skills.

## Assessment Details

In assessment one, you individually explored the research problem and identified its root causes. Now you are required to bring those insights into your groups and develop practical and relevant solutions to address the wicked problem.

You are expected to utilize the *design thinking* methodology, particularly the immersion and ideation stages, to empathise with the problem, seek additional primary insights/data from stakeholders directly related to the problem, and ideate these insights into strategies to develop a customer-centred **innovative** solution. You should consider the customer journey and the jobs to be done as primary theories to help drive your immersion stage.

Your group is required to collect **primary data** through **in-depth interviews** or **focus groups** (we encourage you to use both methods to have diverse data/insights). Specifically, each member of your group is required to interview 4-5 participants or conduct a focus group with 4-5 participants. The participants can be your colleagues, friends, family members, drivers closed circle of friends and family members (or colleagues); each group member is expected to carry out these interviews individually. All insights gathered from the interviews should be collated and gathered into a single **empathy canvas map** - identifying the key stakeholders and the relevant key insights/themes derived from the interview.

Finally, you are expected to articulate the wicked problem into a how might we statement to arrive at a proposal solution stage. In doing so, you should consider the role of **innovative (digital) technologies** and **sustainable development goals (SDGs)** in the creation and development of your proposed sustainable solution report. Your solution should be customer-centred, viable, feasible and desirable.

You are expected to present your solution through a video pitch - the video must be submitted to Miroboard.

In addition to the report, you are expected to present your solution through a **video pitch**. No in-class presentations are required. We are planning an event with the industry partner to give top groups the opportunity to present solutions to the industry partner.

NB. The **Design Thinking Double Diamond** below should be helpful for the development of your solutions

