

Tutorial 04 Demonstrating new technologies

Professional Project

Project Overview

The goal of Assessment Task 3 Professional Project is for students to form groups of four (4) and establish a consulting company that attempts to solve a real world problem. This assignment is weighted 25% of your final mark.

As a company, you will need to apply creative problem solving approaches (e.g. Design Thinking, Business Model Canvas, Lego Serious Play) to research and address an industry challenge. Through tackling real world problems, you will have the chance to build upon individual capacity, and further develop professional skills, values, and attributes in a way that directly complements your technical expertise.

To facilitate innovative solutions for your industry challenge in engineering/ computing you will need to gather qualitative and quantitative data that demonstrates empathy with your client and relevant stakeholders. Your solution will need to be based on information that helps the industry partner understand their customers' needs so that they can develop the right strategy and business model to maximise value creation and effectiveness of their operations, and to innovate. This means, through your research, that you typically need to consider developing a better understanding of the following:

- What is the challenge the business is facing and why?
- Who are the customers and users? What are their characteristics and needs?
- What are the market trends – what customers seem to be doing and demanding in those markets?
- Who are the competitors and how is their offering relatively positioned?
- What untapped ways are there for serving existing customers or new customer segments?
- How to evaluate the proposed strategy before implementation and after?

Your company team will need to track the project progress over the semester using an online repository (available via Wattle). The online repository will be randomly checked during the semester by your tutor who may provide you with feedback on your ability to document your meetings, research, and design decisions.

During the semester you will have the opportunity to meet with your industry partner and discuss the project. To facilitate this process you will need to prepare in advance for these meetings. These sessions will be held during the semester during the tutorials. During the semester, you will also need to complete Communication Tasks that reflect on the development of your professional skills and learning against the PP2 Course Learning Outcomes. At the end of the semester, your company will need to pitch your solution to your industry partner (Week 11) and deliver a feasible and viable concept report of value to businesses and academia (Week 12). *(For more information about the assessment items for this assignment, please read the Course Outline and visit the course Wattle site.)*

Table 1. Student/Industry Meeting Schedule

Week beginning	ANU Week	Duration	Session	Session details
6 August	3	2 hours	Tutorial	Problem identification
27 August	6	2 hours	Tutorial	Solution modelling
24 September	8	2 hours	Tutorial	Solution review
15 October	11	1 hour	Lecture	Pitch showcase

Agreement

To participate in the PP2 Professional Project you will be asked to sign an agreement. The agreement is to clarify the arrangement and expectations of the different parties participating in the project. A copy of the Agreement can be found on the course Wattle site.

Sections of the agreement are highlighted. Please complete the green highlighted sections of the agreement.

- Yellow – for the company to complete
- Green – for individual student to complete
- Blue – for ANU to complete
- Purple – sections to note only

Before signing the agreement, please take time to read the agreement carefully and ask any questions. To help your decision in signing, please visit the [Australian National University Students Association \(ANUSA\)](#) lawyer for free legal advice.

To participate in this industry-based project this semester, you will need to complete and sign page 13 of the agreement by the end the tutorial in Week 3. If you do not agree to sign the document, please contact the Course Coordinator, Dr Emmaline Lear, immediately so that an alternative assignment task can be arranged for you, including equivalent weighting and requirements.

Research and development

The Australian National University (ANU) is a research-intensive university and our research priorities reflect the challenges facing the world today. We aim to gather research data from this work project to develop excellence in education and industry practices.

Your participation in this ANU Professional Project also offers the opportunity to participate in our research study to ensure our graduates are well-prepared to address complex contemporary challenges and that we are able to apply innovative ideas to deliver impact and benefits to the global community.

Please register your interest to participate in the research study in the Week 1 Lecture, in the tutorial by Week 3, or by contacting emmaline.lear@anu.edu.au or priscilla.kanJohn@anu.edu.au.

Seek Help if you need it

Should there be any adverse reactions to the content of this professional project students are advised to contact the ANU Counselling Centre or Lifeline on 131114. These services are free and confidential.

Project Task



Tutorial 04 (Thursday 8:00-10:00) will be working with the SAP SE on the Demonstrating new technologies Project.

About

SAP SE is the market leader in enterprise application software. A subsidiary of SAP SE, SAP Australia and New Zealand solves problems for more than 2,000 customers in major industries, including the public sector, manufacturing, mining, retail and consumer packaged goods, utilities and telecommunications, and financial services.

Challenge

One problem SAP is looking to help solve is the challenge of assisting Public Sector clients to adopt new technologies to enhance the way they do business. These technologies could include machine learning, blockchain, and various forms of augmented reality. The goal of this project is to help SAP come up with a way to demonstrate their technologies applied to enhance one public sector process (e.g. onboarding, leave, or procurement). SAP is thinking of using a mobile demonstration facility that can be easily stood up at client locations. Ideally the best of the ideas generated will then progress to the Techlauncher program for actual build.