

Assessment criteria Graduation Project – Solution 2024-2025

Assessment format

Individual assessment in which you present the innovative solution you developed during your graduation project. The assessment consists of two parts:

- 1) a written/tangible part (report/product) which needs to be submitted digitally a month prior to the second part;
- 2) an oral defense session of 45 minutes with your appointed examiner and graduation supervisor (and whoever you decide to invite to the session) where you present the highlights of your solution, your implementation process and your reflection.

Assessment criteria

- 1) *Tangible conceptual solution*
 - a. Develops a tangible/conceptual solution for the problem identified
- 2) *Approach*
 - a. Conducts an appropriate process that leads to the development of the final iteration of the solution
- 3) *Business case*
 - a. Develops a business case for the selected solution, assessing the industry and market attractiveness and the financial feasibility

Assessment instruction

You will show you have mastered the BI Meta-skills at the appropriate 'Junior Innovation Professional' level and meet the assessment criteria by submitting the following deliverables.

- A) A **Business Case for the innovative solution**, based on which the decision makers at the client company can decide to implement the solution (or not). The business case should give a brief but complete insight into the problem underlying the innovative solution, the context of the problem, the research you conducted to develop the solution, and the innovative solution itself. The form of the business case is free, but should be appropriate for the context and the client. It can be a written document, but can also take another shape (e.g. video, animation, poster). Written documents should not exceed 8000 words excluding cover page, table of content, bibliography and appendices. Please remember to structure your document properly (chapters, paragraphs, page numbers).
The target audience of your business case consists primarily of your client (the company) and should use appropriate (English) language to the task. In case of confidential information, there is a non-disclosure option available in GradeWork;
- B) A **Working Prototype of the innovative solution** which allows your target audience to fully experience the solution. The type of prototype is free (e.d. tangible 3D, digital, experience, etc) but should be appropriate for the situation. A single drawing/sketch will not be accepted as a prototype at this stage of your development;
- C) A **Log of the development of the innovative solution** (created for the Graduation Project Log & Reflection) that makes your innovative solution development process insightful. We should be able to see your iterations, different types of prototypes, train of thoughts and decisions along the way (with justifications). We urge you to build this log while you work rather than constructing it in hindsight;
- D) **An Oral Defence Session** of 45 mins with your examiner and your graduation supervisor (and whoever you decide to invite to the session) during which you present the highlights of your solution, your implementation process and your reflection (max 25 minutes in total), and your examiner can ask questions (approx. 20 mins).

KNOCK OUT CRITERION:

All written deliverables should each include the mandatory BI cover page clearly stating the details of the student, the details of the document and for which graduation assessment (please use the provided template).

The general and overarching criteria that apply for the Graduation Project Solution are:

- ✓ Solutions/designs are coherent, well supported and logically consistent;
- ✓ All statements are substantiated by relevant research;
- ✓ All ideas must be original and created by the student;
- ✓ All text is based on The Unicode Standard for text representation i.e. text may not be inserted as images;
- ✓ All information provided should be clear and intelligible, in terms of language and visuals used. If the message conveyed is unclear and/or illegible and/or unintelligible, the assessment dimensions mentioned below cannot be assessed and the student will receive a 'no show'.

The criteria that apply for the assessment of the study unit Graduation Project – Solution are listed in the following pages.

Criteria	Indicators
1) <i>Tangible conceptual solution</i> a. Develops a tangible/conceptual solution for the problem identified	Excellent 8 points <i>In addition to 'good':</i> 1a Addresses the change generated compared to the existing situation, considering direct and indirect stakeholders. Selects an appropriate final iteration of the solution based on validation and testing by direct and indirect stakeholders. Creates a number of sophisticated and insightful prototypes/representations of solution that allow all relevant direct and indirect stakeholder groups to experience them fully from their perspectives.
	Good 6 points <i>In addition to 'sufficient':</i> 1a Also addresses the change generated compared to the existing situation in the presentation of their tangible and/or conceptual solutions, considering several direct stakeholders. Selects an appropriate final iteration of the solution based on validation and testing by direct stakeholders and ethically balanced. Creates a number of various appropriate simple and sophisticated prototypes/representations of the solution that allow several direct stakeholder groups to experience them fully from their perspectives.
	Sufficient 4 points 1a Develops a tangible and/or conceptual solution that explicitly addresses the relation to the problem(s) identified, the relation to the users' needs, the relation to the client's (company) needs, and the benefits of the solution. The description of the final innovative solution in terms of what, why, who, when, where and how is clear and complete. The final iteration of the solution meets all the criteria set in the graduation project plan. Demonstrates the final solution's newness, usefulness, appeal and value for customers and stakeholders, and its technological, commercial and business feasibility using appropriate testing and validation methods. Selects an appropriate final iteration of the solution based on validation and testing by users. Considers relevant possible positive and/or negative side effects the innovative solution could have. Creates a number of various appropriate simple but complete prototypes/representations of solution that allow users to experience them fully.
	Insufficient 0 points 1a The solution is developed from one perspective only. Description of the final innovative solution is unclear, incomplete or missing altogether. The relationship between the solution and the issues and challenges identified is unclear/disconnected and/or the specs and criteria set in the graduation project plan are not taken in account. Arguments for the newness of the solution lack substantiation. Technological, commercial and/or business feasibility not appropriately demonstrated. The selection for the appropriate innovative solution is not based on user testing, very little validation about appropriateness of the final solution. It is hard to understand what the prototypes/representations of solutions are about, further clarification is needed. Neglects to consider relevant positive or negative side effects the innovative solution could have.

<p>2) <i>Approach</i></p> <p>a. Conducts an appropriate process that leads to the development of the final solution</p>	<div data-bbox="685 181 2110 411"> <p>Excellent 8 points</p> <p><i>In addition to 'good':</i></p> <p>2a Pushes for the generation of the largest possible numbers of ideas to come up with many original and unconventional early concepts to address the issues and challenges identified, also considering the long term regarding the problems identified, the users' needs and expected developments. Includes current non-users in the search for ideas and validation of early concepts. Includes relevant and appropriate indirect stakeholders in the validation of the selected concepts.</p> </div> <div data-bbox="685 411 2110 676"> <p>Good 6 points</p> <p><i>In addition to 'sufficient':</i></p> <p>2a Explicitly organises and reorganises ideas to come up with original and unconventional early concepts based on the selected touch points for innovation. Considers many different perspectives of relevant stakeholders, options and alternatives to tackle the issues and challenges identified. Organises feedback loops with all kinds of relevant people. Justifies the dismissal of early concepts based on appropriate user testing and validation of research findings. Validation/testing of the selected concepts developed is based on a large number of relevant users.</p> </div> <div data-bbox="685 676 2110 906"> <p>Sufficient 4 points</p> <p>2a Produces a number of mostly original early concepts to address the issues and challenges identified, considering the immediate, short, medium and long term. Considers several different perspectives, options and alternatives to tackle the issues and challenges identified. Deconstructs their own thinking in order to identify possible blind spots and biases. Selected concepts are validated by relevant and appropriate direct stakeholders. User validation/testing methods are appropriate in terms of setting, timing, audience, budget etc., using a reasonable number of users.</p> </div> <div data-bbox="685 906 2110 1085"> <p>Insufficient 0 points</p> <p>2a Early concepts are developed from one perspective only; evaluation of early concepts is missing. User testing is carried out without attention to detail such as setting, timing, audience, budget etc. Focus lies on the development of one concept instead of multiple concepts. The selection for the appropriate innovative solution is not based on user testing, very little validation about appropriateness of the final solution.</p> </div>
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<p>3) <i>Business case</i></p> <p>a. Develops a business case for the selected solution, assessing the attractiveness and the financial feasibility</p>	<p>Excellent 8 points <i>In addition to 'good':</i></p> <p>3a Includes an analysis of complementary product/services/processes that enhance the uniqueness/(competitive) advantage of the innovative solution. Includes relevant user behaviour information in the description of the target audience(s) and relevant stakeholders, linked to the innovative solution features and benefits. Uncovers insightful (extrapolated) issues, challenges and opportunities that justifiably impact the continued success of the innovation. Includes costs from profits lost by displacing current operations in order to implement the innovation. Considers the longer term. All financial/monetary and most non-financial cost calculations are correct. Errors are justifiable considering the knowledge offered in the study programme. Includes an overview of direct and indirect costs of implementing the proposed innovation incurred by other direct stakeholders. Also considers relevant direct and indirect financial and non-financial profits and benefits of other (direct) stakeholders. Provides a correct calculation of the non-financial (i.e. social) (rate of) Return on Innovation that has a realistic time span. Scenarios include insightful but explicitly credible information. Appropriately considers the business' other resources in the recommendation for which scenario to choose. Also includes the long(er) term in the scenarios, considering the business' (near) future probable financial and non-financial resources. Considers social responsibility and sustainability. Provides credible favourable projections of future developments to show financial sustainability of the innovative solution.</p> <hr/> <p>Good 6 points <i>In addition to 'sufficient':</i></p> <p>3a Provides testimonials for the appropriateness and desirability of the innovative solution from real potential users, obtained through real interactions with them. Correctly develops relevant aspects for the diffusion of the final iteration of the solution among the target audience(s). Includes evidence for the uniqueness/(competitive) advantage through user feedback and testimonials. Uncovers all obvious relevant issues, challenges and opportunities that justifiably may impact the continued success growth of the innovation. Provides an realistic favourable Return on Investment to show the innovative solution is a reasonable investment opportunity. Considers correct indirect financial/monetary costs items as well as relevant non-financial/monetary ones. Includes costs from necessary or desirable indirect investments. Considers the medium term. Provides all the relevant calculations for the direct and indirect (financial and non-financial) costs, using the ratios normally employed by the business. All financial/monetary cost calculations are correct, as well as most of the non-financial cost calculations. Errors are justifiable considering the knowledge offered in the study unit. Considers all the relevant indirect financial and non-financial profits and benefits of implementing the proposed innovation for the business. The logic and reasoning is fully explicit and convincing. Considers the (near) future value of implementing the proposed innovation. Includes the indirect costs and benefits in the scenarios. Includes current non-financial resources of the business in the justification of the recommended scenario. <i>(continues on next page)</i></p>
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	Recommendations for which scenario to choose also consider the medium term. Includes obvious consequences of choosing any of the other scenarios than recommended.
	<p>Sufficient 4 points</p> <p>3a Justifies the appropriateness and desirability of the innovative solution, using appropriate secondary research, supported by some relevant primary research. Describes relevant characteristics primary target audience of the innovative solution, linked to the innovative solution's features and benefits. Provides a convincing explanation of the (competitive) advantage the innovative solution provides. Identifies and describes relevant obvious industry, economic, cultural, financial, political, legal, ethical, demographic and technological developments (current and near future) that may affect the continued success/growth of the innovation positively or negatively. The value proposition of the innovative solution matches the primary target audience's and business needs. Provides a substantiated and realistic overview of the implementation expenses and costs considering the short term. Correctly dissects the proposed innovation into its relevant direct cost components for the business for the immediate, short and medium term. Includes costs from necessary direct investments. Provides all the relevant calculations for the financial/monetary direct costs, using the ratios normally employed by the business. The calculations are mostly correct; errors obviously do not stem from not grasping the essence of the calculations. Considers all the relevant direct financial and some non-financial profits and benefits of implementing the proposed innovation for the business. Correctly translates the non-financial benefits into appropriate financial ones. The logic and reasoning regarding the benefits and the translation of non-financial benefits into financial ones is clearly apparent and mostly convincing. Provides a correct calculation of the financial (rate of) Return on Innovation that has a realistic time span. Combines the direct costs and benefits identified into credible worst case-middle case-best case scenarios for the implementation of the proposed innovation in the immediate and short term. Formulates an appropriate and explicitly justified recommendation for which scenario to choose for the immediate and short term considering the business' mission and strategy, and its current financial resources. The communication style of the business case is appropriate for the intended target audience (CEO, CFO); clear, concise, factual, and free of unjustified guesswork and personal opinions.</p>

	<p>Insufficient 0 points</p> <p>3a Appropriateness or desirability of the innovative solution is unconvincing/unsubstantiated. Provides limited or irrelevant information regarding the target audience. Unclear/unconvincing explanation of the (competitive) advantage created by the innovative solution. Developments not identified or described, irrelevant or incomplete. The relationship between the value proposition and the audience's needs is unclear. Lists costs of implementing the proposed innovation without dissecting the innovation. Cost items listed are generic, incorrect or irrelevant. Only considers the immediate term. Neglects to consider necessary direct investments to implement the proposed innovation. Calculations are irrelevant or contain errors that show that the essence of the calculations was not understood (e.g. using the wrong figures and input). The overview of the costs is incoherent unclear or needlessly elaborate clearly not taking the audience and purpose of the list into consideration. Profits and benefits of implementing the proposed innovation identified are irrelevant for the case at hand (e.g. are generic). Fails to include non-financial profits and benefits or neglects to translate them correctly into financial ones. Logic and reasoning is not apparent. The calculation of the financial (rate of) Return on Innovation is missing, incorrect or has an unrealistic (i.e. not justified) time span. The scenarios identified don't seem to be (fully) based on the costs and benefits identified (i.e. seem to be 'ideas' rather than based on sound and factual research). Does not include all 3 scenarios (worst case-middle case-best case). The recommendation for which scenario to choose is missing, unclear or inappropriate, possibly only considering the immediate term. Why the recommended scenario is appropriate for the business is unclear; the business' mission or current financial resources are not considered. The business case is needlessly elaborate, and incoherent.</p>
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Meta-skills involved

DEFINE, DESIGN, LEARN