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| **Qualification Details** | | | |
| **Training Package Code & Title:** | ICT Information and Communications Technology (Release 8.1) | | |
| Qualification National Code & Title: | ICT50220 Diploma of Information Technology (Advanced Programming) | **State Code:** | AC21 |
| Qualification National Code & Title: | ICT50220 Diploma of Information Technology (Advanced Networking) | **State Code:** | AC20 |
| **Unit National Code and Title** | | **State Code:** | |
| **BSBCRT512** Originate and Develop Concepts | | **OCD69** | |

*Students to sign this document when submitting an assessment*

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| **Assessment description** | **AT1.1** – Portfolio Task 1 | | |
| **Assessment date** |  | | |
| **Student Name** | Samuel Bailey | | |
| **Student ID** | 30106121 | | |
| **Student Declaration** | I have read and understand the details of the assessment.  I have been informed of the conditions of the assessment and the appeals process.  I agree to participate in this assessment.  I certify that the attached is my own work.  SBailey | | |
| **Assessors Name** |  | | |
| **Date Due:** |  | **Date Submitted:** |  |

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| **ASSESSMENT FEEDBACK** | | | | |
| **Assessment Decision** | Attempt 1 | | ☐ Satisfactory | ☐ Not Yet Satisfactory |
| Attempt 2 | | ☐ Satisfactory | ☐ Not Yet Satisfactory |
| **Assessor Name** |  | | | |
| **Assessor Signature** |  | | **Date:** |  |
| **Feedback to student** | | | | |
| Feedback will be provided verbally and via Blackboard | | | | |
| **Student name** | |  | | |
| **Student’s signature** | |  | **Date:** |  |

*Continue to the next page…*

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| **INFORMATION FOR STUDENTS** | |
| Purpose of Assessment | This assessment evaluates your skills required to:   * Scope a business related issue to be resolved or developed * Generate and present solutions for the identified issue * Get feedback and refine a solution ready for implementation |
| Allowable materials | Weekly Readings, Class notes, Weekly Activities, Online Recourses |
| Required resources | Computer with:   * Internet access; * Word processing software; * Access to online learning system; |
| Assessment Presentation and Submission | For this stage of the assessment you must complete each phase within this assessment, and submit any documentation as per requirements outlined in the assessment instructions  As part of the assessment you will be working in a team of 3-4 members who will give feedback and input on your individual work. Collaboration for feedback and brainstorming is required – but work submitted must be student’s own work.  Final assessment documentation is to be uploaded to the appropriate area in the Blackboard course created for this class.  If you are marked as NYS (Not Yet Satisfactory) on your first attempt, you will be provided with another opportunity to re-attempt the assessment at the discretion of the lecturer. |

**Submission Checklist**

Please make sure you have all the following documents ready for submission:

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| **Student Name:** |  | **Date Observed:** |  |

| **Did the candidate demonstrate the following skills:** | **Yes** | **No** | **Assessor Comments:**  *(This section must contain lecturer’s notes/comments)* |
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| **Phase 01** Select a topic to draft a Concept |  |  |  |
| **Phase 02** Research and develop your Concept |  |  |  |
| **Phase 03** Analysing issues and factors affecting viability of your Concept |  |  |  |
| **Phase 04** Brainstorming your Concept |  |  |  |

**Assessment Instructions Phases (01-04):**

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| **Phase 01**  Select a topic to draft a Concept (individual activity) |

Begin by researching and selecting a topic to develop a concept for (e.g. an Infrastructure upgrade, a game, a website, a app, etc.)

Once you have done so, and have a substantial solution, go over it with your supervisor as per Organisational Requirements (CITEMS) within this industry (role-played by your lecturer), and receive possible feedback.

Document the idea / plan for your concept below:

*Chosen concept & feedback:*

An application that can receive a photo of someone’s face and recommend what type of glasses or sunglasses would suit them. Have some ability to skew the recommendations based on the user’s preferred style and aesthetic look.

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| **Phase 02**  Research and developing your Concept (individual activity) |

Begin researching the current market of your chosen concept and find out what is deemed as Best Practice for it.

Also, begin comparing your solution to what’s currently influencing the market, and how your solution plans to compete with it.

*Research into the current market:*

<https://www.visiondirect.com.au/virtual-try-on>

Part of this idea has been implemented well on online glasses suppliers. However, this solution does not recommend any particular type of glasses to users, only allows them to try them on and judge them for themselves. While this can be a good way to approach it, my application can differ itself by taking in the user’s aesthetic preferences and focus on giving advice and recommendations for glasses to try.

<https://www.reddit.com/r/malefashionadvice/comments/4q9w8b/alternative_method_for_choosing_the_right/>

I was able to find many posts about the solutions out there currently, finding critiques in the current “face-shape” method of determining sunglasses recommendations.

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| **Phase 03**  Analysing issues and factors affecting viability of your Concept (individual activity) |

Now that you’ve developed an idea for your concept, it’s time to begin researching possible issues and factors that could affect its viability.

Below, document these possible issues / factors (e.g. feasibly, time, target audience, etc.), and your proposed solutions to counter them:

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| *Issue / factor #1:*  Glasses compatibility with face shape is an area with many different opinions. Some believe and some don’t, some people have varying views on what glasses suit what face shape. | *Solution:*  Confidence in our product will help, as will a disclaimer that what we are providing is simply a suggestion. Another way to increases consumer satisfaction and confidence is to allow people to virtually try on other options as well, regardless of our recommendation. |
| *Issue / factor #2:*  Photos can be taken from many different angles resulting in potential misreading of facial structure. | *Solution:*  An overlay or instructions on the type of photo and angle could reduce issues by ensuring people attempt to keep the camera angle consistent. Otherwise, a larger data set would be needed to recognise facial shape within images. |
| *Issue / factor #3:*  Facial reading can be inaccurate which is a concern for prescription glasses. | *Solution:*  This application will be marketed for style only and will have disclaimers about it not being used to find prescription data. |
| *Issue / factor #4:*  Limited frame or brand availability within recommendation database due to copyright. | *Solution:*  The solution for this will be a general recommendation for glasses shape, with some examples. We will focus on a broader scope of lens types. We should also try and work with a glasses retailer to allow for the integration of their available frames for ease of access to shops and frames databases. |
| *Issue / factor #5:*  The more we aim for accuracy, the more we will need complex/optimal user data (users will need to be more selective and precise about the photos taken, which could frustrate them). | *Solution:*  Our system should be simple. When working with style, giving options should be better than accuracy. Therefore, by having a low accuracy model and presenting the top 3 recommendations for glasses shapes for people, regardless of score, we give them ideas and a direction to work with, rather than attempt to be an expert opinion. |

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| **Phase 04**  Brainstorming your Concept (team activity led by student developing concept) |

Now that you’ve documented your proposed concept and its possible issues that may affect its viability, it’s time to begin brainstorming for a final solution. Hold a brainstorming session with your team to come up with possible solutions. This session should be held in Teams and recorded. The recording of the session is to be submitted in mp4 format.

Create and include below a brainstorm diagram of your proposed concept, incorporating all relevant considerations, including the factors identified in the previous phase.

*Brainstorm:*

What purpose is it for?

* Online shopping.
* Indoor shopping you can ask a retailer
* Find styles, not for prescriptions or measuring.

Who is it for?

* People without access to a glasses retailer
* Rural communities?

Feasibility?

* Facial tracking can be tough to implement but it is also common so there should be many resources.

What will you need?

* Shape and colour data
* Style database and recommendation features
* Facial data
* Access to online retailer catalogues.

Potential Issue?

* Bad cameras can have inaccurate results for users
  + We should have a warning/disclaimer
* Bad streaming or online connection
  + Common issue, allow for uploading picture as well as streaming video from camera.
* Limited shop availability or locations
  + Work with online retailers and delivery services.
  + We don’t sell, just show what you might like and where to buy it.

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| **STUDENT FEEDBACK**  Tell us what you think. Highlight the answers that apply and/or provide any additional comments regarding this assessment task. | | | |
| How long did it take you to complete this task? | | | |
| Did you understand what you had to do to complete this assessment? | Yes | Not sure | No |
| Did you understand how to complete this assessment? | Yes | Not sure | No |
| How would you rate the level of difficulty of the tasks? | Too easy | About right | Too difficult |
| Would you like to provide any other comments? | | | |