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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** | **AT1.3 -** Portfolio Task 3 | | |
| **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 third stage of the assessment you must complete each phase listed below, and submit any documentation as per requirements outlined in the assessment instructions  For this stage of the assessment you need to work individually to complete the final tasks.  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 of 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)* |
| --- | --- | --- | --- |
| **Phase 1** Document Feedback and Adjustments based from it |  |  |  |
| **Phase 2** Document Refined concept |  |  |  |

**Assessment Instructions Phases (2):**

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| **Phase 1**  Document Feedback and Adjustments based from it (Individual Task) |

During your previous Portfolio Task, you were required to obtain feedback from your team members (role-playing as board members during your presentation).

Now it’s time to adhere to Organisational Requirements (CITEMS) and document your feedback as well as adjust your concept based on the comments and feedback received:

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| *Feedback item #1:*  CONCEPT  Was the idea easy to understand? | *Adjustments made:*  I was given a 5 rating, meaning it was easy to understand, yet also within her feedback she said I should offer more features to be a more viable product than just being a recommendation service. |
| *Feedback item #2:*  DELIVERY  Was the concept explained well? Did the presenter speak clearly? | *Adjustments made:*  I was given another 5 rating in presentation, meaning my pitch was clear and concise. I shall strive to keep this same level of clarity upon further iterations of the project once I adjust the concept. |
| *Feedback item #3:*  FEASABILITY  Do you believe that this concept is feasible? Is it achievable? | *Adjustments made:*  I was given a 3 rating in feasibility meaning she believed it was achievable, however my product hinges too much on collaboration with other online retailers and failure in this aspect could leave me high and dry. |
| *Feedback item #4:*  MARKET DEMAND  How valuable do you think this idea would be to the market today? Is there a place for it? | *Adjustments made:*  I was given a 4 rating in market demand, Sunju said it was viable in today’s image conscious environment. However, it is still a bit too small in scope. |
| *Feedback item #5:*  PROBLEM SOLVING/PREPAREDNESS  How well do you think this idea has been explored? How well do you think potential problems have been highlighted and the suggested solutions? | *Adjustments made:*  I was given a 3 rating in problem solving and preparedness. I shall adjust my design to focus on removing the obstacles to buying, making the site a “middleman” was too soft of an approach. |

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| **Phase 2**  Refine and Finalise concept (Individual Task) |

Once you’ve finished analysing your received feedback, summarise below how this has affected your concept, and give a summary of your updated concept:

*Refined Concept:*

Our site will become a bi-monthly subscription service for sunglasses. People will create their profile, using our original data collection of photos and preferences, then the site will ship suggested sunglasses to their door every 2 months to try. This service would come with a guarantee that if you do not like the given sunglasses, you can return them free of charge and your subscription payment will refunded for that month.

This offers less obstacles to buying, monetizes our product in a more consistent way and stops our site from becoming a middle-man to other websites, and instead an independent and personalised fashion subscription service.

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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? | | | |