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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** | |

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| **Assessment description** | **AT2 - Knowledge Evidence Questionnaire** | | |
| **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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| **INFORMATION FOR ASSESSORS** | |
| **Type of Assessment** | Knowledge Evidence Questionnaire |
| **Duration of Assessment** | Sessions 14 ~ 20 |
| **Location of Assessment** | Classroom / Lab / Home |
| **Conditions** | Learners are required to complete each question in the appropriate sections and submit completed document through Blackboard. |

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| **INFORMATION FOR STUDENTS** | |
| Purpose of Assessment | This assessment evaluates your knowledge and understanding 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 assessment you must read and attempt questions within this assessment, and submit any documentation as per requirements outlined in the assessment instructions  Use of research tools and peers in formulating answers are acceptable – but work submitted must be student’s own work.  You must use your own words to answer the following questions, and reference your sources where possible / applicable.  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. |
| Project contents | This assessment consists of knowledge questions all of which you must attempt.  The questions in this assessment are based on the course content and activities covered throughout its duration.  You may refer to your notes, labs or other assessments to assist you with answering the questions below. |
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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:** |  |

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# ASSESSMENT INSTRUCTIONS

**Students:**

The following questions are based on the assessment, labs, and other miscellaneous activities undergone and completed within the course timeline.

These questions should be completed as you progress through the delivery sessions during the term.

* Complete each question in the appropriate sections below.
* This work is to be done individually.
* The questions should be answered within the context of the delivery of this course, **AT1** in particular, but other supplementary sources may be used. You are required to provide referencing in APA7 format for any supplementary sources.

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| **Questions to be answered by the student:** | | **Satisfactory**  **response** | |
| **Yes** | **No** |
| **Q01** | What is an example of a **Creative Thinking Technique** that you have used within this qualification?  Detail its process below. |  | |
| A Creative Thinking technique we used was a **Decision-Making Framework.** This is a circular framework for helping to make well thought out decisions. Its steps include:   1. **Identify the Decision**   You not only need to identify what decision you’re making, but what the aim you are trying to achieve with this decision is.   1. **Gather Information**   Do your research, ensure you have all the relevant information.   1. **Identify Alternatives**   Write down all the possible options to decide upon.   1. **Weigh Evidence**   Whether by pros or cons, or by brainstorming, you should look at all the effects that could come from choosing each option.   1. **Choose Among Alternatives**   Choose your reasoning and then make the decision.   1. **Take Action**   Relatively simple, put your decision into action.   1. **Review Decision**   Identify if this was a good decision and why. This gives you more data for future decisions. | |  |  |
| **Q02** | During **AT1**, you were required to research the current market of your proposed concept to determine what existing products and services were available at the time.  What was the dominant competitor? Document them below. |  | |
| **Vision Direct:** The online glasses retailer Vision Direct has an online store with an AR Virtual Try-On feature. This is akin to an Instagram filter, where the website uses your camera to show you live video. It has facial tracking and superimposes your selected glasses over your face in the displayed video. This is an extremely useful feature for making your own decisions; however, Vision Direct has minimal options for helping customers make style decisions or lead them to products they may like. This is what inspired the niche avenue of my products to fill that gap. | |  |  |
| **Q03** | During **AT1** you needed to address **factors relating to the viability** of your project / scope.  What are some for the following that you encountered: |  | |
| **Commercial Potential of the Product:**  What my original idea was trying to do was to simulate the experience of an experienced salesman or employee within the industry to an online marketplace. This would allow people to provide their information and let our model recommend some options for them. After development, we only saw a niche market for it online, which is ok, as that was our plan.  **Suitability for the Target Audience:**  We found that the idea was quite suitable for Online Shoppers or Browsers. Our goal was not to be a serious face, but a fun and friendly website to keep online shoppers coming back.  **Feasibility of Implementing the Solution / Concept:**  The hardest part of implementing our original idea was the two AI models, a recommendation model and facial tracking software. Our recommendation model would have to recognize abstract adjectives like fun, serious or stylish, which may mean we need to gather labelled data or label it ourselves. This could either increase the timeline by quite a bit or the budget if this work was to be outsourced. Either way, it is feasible, but it would require some comprehensive pre-planning. | |  |  |
| **Q04** | For your concept within **AT1**, what were the **requirements to commercialize it**? And what issues would it have? |  | |
| The things we would need to gather are:   * **Facial Data**   To train facial recognition software, you need a lot of pictures of faces, in different positions and different lightings. Facial recognition is relatively common these days however, so sourcing it should hopefully be easier than some others.   * **Glasses Data**   To train our decision tree recommendation algorithm, we would need labelled data of sunglasses that have their shape, available colours and style descriptors.   * **Glasses Stock**   To lead people to online glasses retailers is one thing, but to partner with a known sunglasses brand and become a retailer ourselves, could be a much more lucrative endeavour. However we decide to go, we will need to reach out and gain permission to show specific name brand glasses on our website. | |  |  |
| **Q05** | What were some **practical / operational issues** you had to put into consideration for your concept within AT1? |  | |
| **Bad cameras/online connection:**  Being an online store means you will need to try and be available to everyone, regardless of their computer make or quality. Virtual AR Try-On could be tricky with a bad quality camera. Luckily, we can copy our friends at vision quest, who allow for those without cameras to upload an image of themselves instead of streaming access to their camera. This allows people to upload photos from different occasions to see how their glasses will look and allow us to hopefully still identify key facial features.  **Shop availability/location:**  If our goal was to be a retailer ourselves, we would need to ensure that we were able to deliver packages through a trusted service. Our main competitor for the service we would look to provide is local glasses retailers, so ensuring that we are as available as them is paramount. | |  |  |
| **Q06** | What **issues and considerations** within your concept for AT1 determined whether it would even be **possible to implement**? |  | |
| **Data Availability:**  The most important factor in whether we could implement this idea was the availability of the data we needed. Given our research, it seems that it is more viable to hire a company to help you create your needed dataset rather than find it available. All ML projects require their own specific data, so this makes sense. | |  |  |
| **Q07** | During **AT1**, what techniques did you and your team implement to **generate creative ideas and solutions for the project**?  And how did you manage to **translate them into workable concepts**? |  | |
| **Freestyle Brainstorming:**  When discussing our ideas during our meetings, Sunju and I used freestyle brainstorming techniques, essentially trading ideas back and forth while adding more to them. This helped me move away from simply copying Vision Direct and to help come up with my final idea that I submitted in AT1.3, being that of style subscription service for sunglasses. This is a well-known model that is successful with companies like Stitch Fix.  **Research and Data Gathering:**  While Sunju and I both loosely followed the Decision Making Framework, where we really drew our focus was in researching the competition and understanding the market for our initial ideas, this really helped us both find a niche or need that wasn’t being supplied by the market. | |  |  |

***End of Assessment***

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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? | | | |