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| Objective Statement, Competitor Analysis, Problem Statement and Executive Summary  **(2 + 6 + 6+ 2+ 4 Marks).**  **Problem Statement (2 Marks)**   * One sentence to indicate the specific area of focus to work on your idea generation. * Your problem statement needs to relate to your objective statement * **Important Note:** Your problem statement will later be referred to in your Idea Generation   **Competitor Analysis (12 Marks)**   * Compare and contrast two (2) products from any two (2) direct competitors (table form).   (6 Marks)   * Include the following: * Opening (overall summary of competitors’ profile) * Common attributes (essay)  1. Uniqueness 2. Limitation 3. Technology   (6 Marks)  **Objective Statement (2 Marks)**   * One sentence to indicate the general scope for your creative focus. | **Total 20 Marks:**  **(2 + 6 + 6+ 2+ 4 Marks).**  **Executive Summary (4 Marks)**   * It also includes consideration of how you present your executive summary. You are to follow the below structure for writing your executive summary.. * Name of the proposed product concept * Type of product proposed and (if applicable) the technologies used * Needs of the market identified (to show the reasons why the proposed product concept can solve the current problem or problems faced by customers in the market) * Names of the competitors and their competing alternatives * Proposed price of the product * Idea generation tools and techniques used * Idea evaluation tools and techniques used |
| Idea Generation and Idea Summary:  This section is to be presented in a **TABLE** format.  List **two (2)** ideas generated from each technique used.  For **each technique** you had chosen, you need to present write the information according to the following structure.   * **Technique –** state the best combination chosen mentioned in your evaluation of idea generation section.   (4 Marks)   * **Advantage –** provide the overall advantage of this idea technique chosen.   **(3** Marks)   * **Disadvantage–** provide the overall disadvantage of this idea technique chosen**.**   **(3 Marks)** | One (1) Technique = 10 Marks  Two (2) Techniques = 20 Marks; 10 Marks for maturity of answer.  **Total : 30 Marks** |
| Idea Evaluation (2 techniques)   * Opening   **(1 Mark)**   * Present the analysis in relation to the problem   **(3 Marks)**   * Using the relevant components for each analysis   **(3 Marks)**   * Provide recommendation (derived information from limitations & challenges of implementation of product)   **(3 Marks)** | One (1) Technique = 10 Marks  Two (2) Techniques = 20 Marks  **Total 20 marks** |
| **Market Identification (10 Marks)**  Include the following in detail:   * Pricing strategy * Place – geographical location * Promotion – benefits to the users * Package – for the product service   **Product Description (10 Marks)**   * Present the visual or visuals of the product concept   **(5 Marks)**   * Visual can be sketched by hand or drawn using available softwares. * Visual is required for all sides of the product * Label each components accordingly   *\*Be as detailed as possible. Avoid giving generic description of the product*   * Include the following: * Opening * Features * Function * Technologies   **(5 Marks)**  Candidate is required to provide analysis on how different and innovative your product concept in comparison to the two (2) identified products in competitor analysis earlier in competitor analysis section. | **Total 20 marks** |
| Overall Quality of the Proposal. Citations and References (Harvard Referencing Style)  This criterion will assess the overall quality of citations and references according to Harvard Referencing Style. | 1. **Marks** |
| Individual presentation:  Justification on problem with valid citation and reference. Explanation on impact. Justification on solution with integration of relevant technologies **(10 marks)**  Overall performance/ format and integration of data and information and infographic **(10 marks)** | **20 Marks** |