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IT281 E-Business & Project

Project 3 – Idea Selection & Prototype

Agenda of the Day

- Business Proposal Presentation / Report
- Activity 1: Solution Selection (15mins)
- Activity 2: Prototype V1 (45mins)
- Activity 3: Get Feedback (15mins)

Business Proposal Presentation

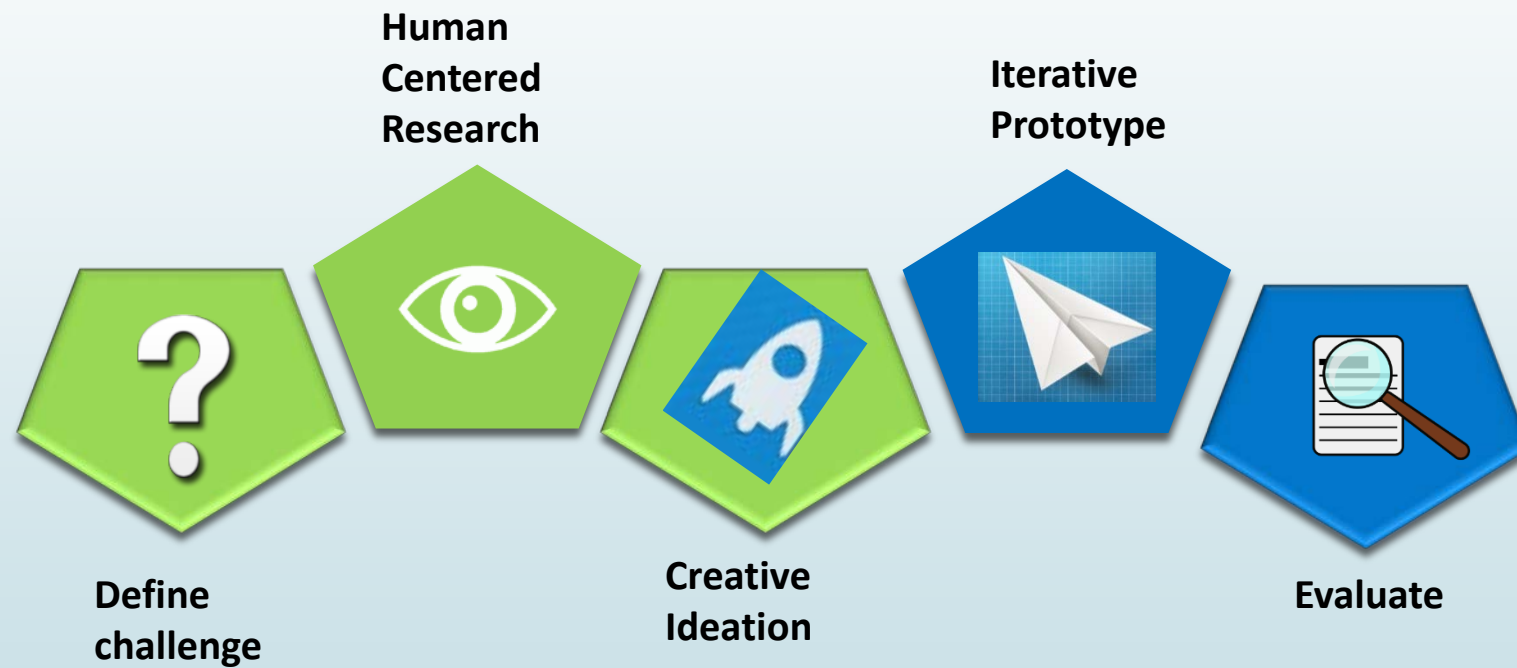
- Week 4, during tutorial lesson
- Everyone in the group must present
- Formal Attire
- Materials can be in any of the following format
 - PowerPoint slide
 - Poster

Business Proposal Report

- Shall contain :
 - Cover Page (NYP name/logo, diploma name, module code and name, document title, module group, team number, team member names and admin numbers, supervisor name)
 - Contents Page
 - Executive Summary (contains the most important information and NOT more than 1 page)
 - Company/Organisation Overview
 - Product/Service Information
 - Value Proposition (identified business problem/gap and derived benefits)
 - Section on Service Innovation
 - Summary
 - Appendices
- Shall not exceed 10 pages (excluding cover, contents, appendices)

For more details, see project guide

Creative Ideation



Solution Selection

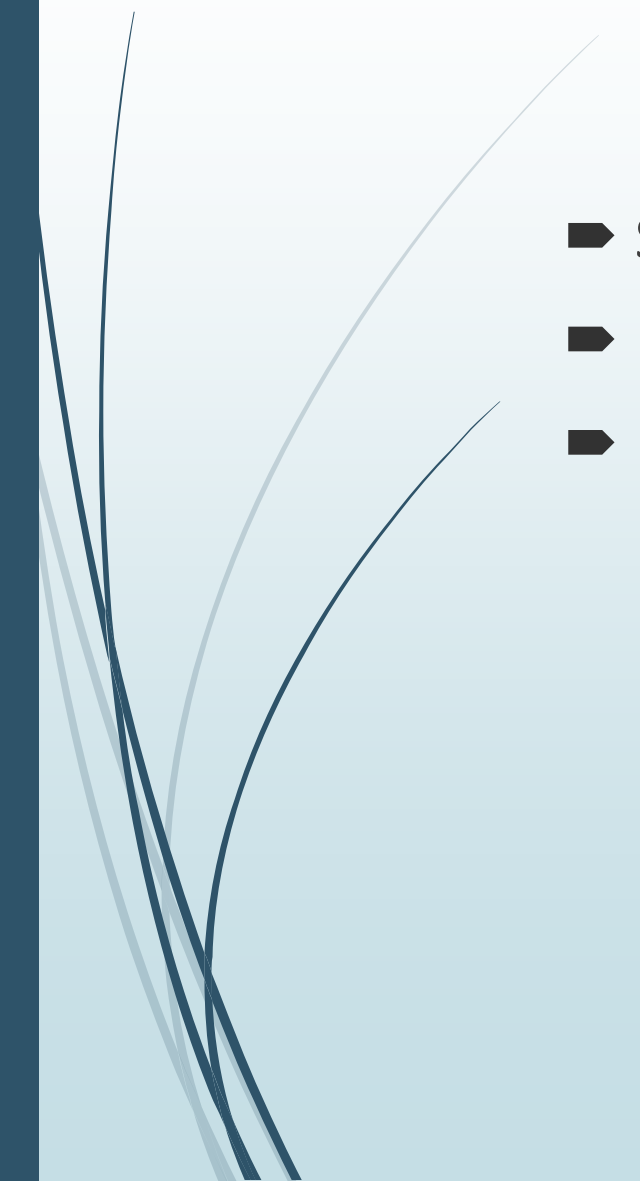


Factor 1: Desirability

- No : Adds little or no value to user/customer/stakeholder
- Middle : Adds value to user/customer/stakeholder
- High : is highly valuable to user/customer/stakeholder



Factor 2: Feasibility

- Simple: Feasible with existing technology/skills
 - Hard : Feasible but require some research
 - Difficult : Feasible but require substantial research
- 



Factor 3: Viability

- Not sustainable: Sustainability is not given
- Self-sustaining : Idea has the potential to self-sustain (e.g. in the case of social enterprises)
- Profitable : Potential for (high) profitability



Factor 4: Novelty

- No change: Idea already exists/makes no difference
- Incremental change : Idea will improve what is existing
- Radical change: Idea has the potential to change the game

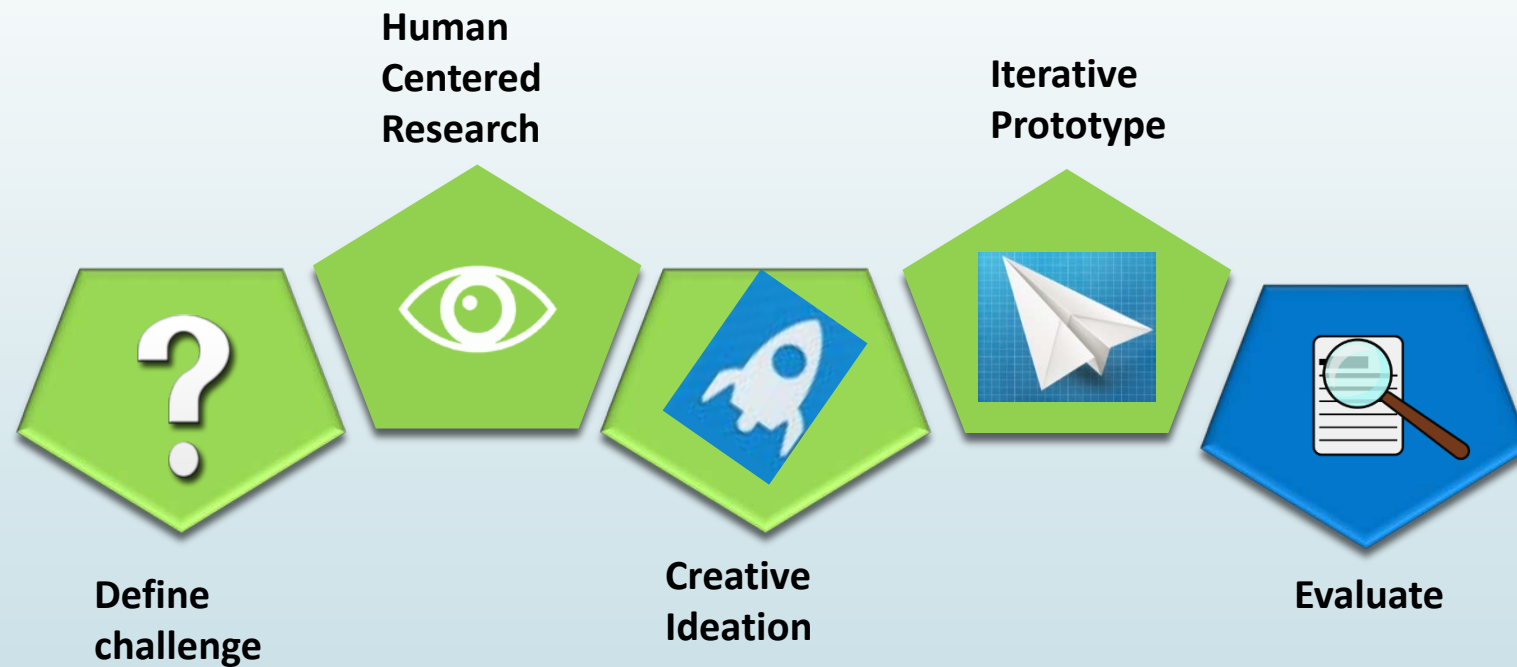
Activity 1 : Solution Selection

- As a team, reflect at the two solution that you have choose.
- Evaluate the solutions based on
 - Desirability
 - Feasibility
 - Viability
 - Novelty
- Duration: 20 mins

Solution Selection

	Desirability (N,M,H)	Feasibility (S, H, D)	Viability (N,S,P)	Novelty (N, I, R)
Solution 1	H	H	P	N
Solution 2				

Iterative Prototype



Activity 2: Prototype V1

- Build your prototype
 - To illustrate workflow, draw screens etc
- Duration: 45 mins

Activity 3: Get Feedback

- Get at least 2 potential users to give your feedback on your solution
- Ask supervisor for opinions/feedbacks/comments
- Duration: 15mins

SDL Week: Prototype V2

- Edit your prototype base on feedback from Potential User and Supervisor
- Complete all the screen and workflow