



## Assignment 1 – Part 2

*Assignment 1 – Part 2 contributes 25% of the marks for this unit.*

### General Requirements

This is an individual assignment.

**For this assignment, you must use the same product innovation you proposed in Assignment 1 – Part 1.** If you wish to change your product innovation, you must obtain email approval from your lecturer before making this change.

Do not include a signed declaration of the originality of your work, as this is assumed. It is always a requirement that your work is original for all assessments in this unit.

Ensure you include your name and student ID number.

**This is a technical, engineering report. It is not a marketing or business report.** This means you should avoid informal, colourful, or marketing language. Your language should be objective, neutral and avoid discussing opinions or feelings. Any unsubstantiated or bold claims should be avoided without compelling evidence or references. Avoid the use of first-person pronouns such as “I”, “my” and “we”.

Reference any sources using the IEEE referencing standard.

Late assignments will incur a penalty as stated in the unit outline.

Please upload your assignment in PDF format as this reduces errors in the way Turn It In renders your document.

Do not use large language models such as Chat-GPT in any way in preparation of this this assignment.



## The Assignment

This assignment focuses on the business model of your product innovation, as well as conducting customer research.

Please note that this assignment requires the development of two lean canvases. The second lean canvas must be completed after completing a customer interview, to show how your lean canvas has changed based on the research undertaken.

This assignment is made up of six sections. These are explained in the following pages.



## Section 1 – Introduction

Provide a single e.g. 100-150 words paragraph summarising your product innovation. The goal here is to remind the reader of your innovation and its key benefits as discussed in Part 1 of the assignment.

In this section only, text may be copied or paraphrased from Assignment 1 - Part 1 of the assignment.

It is not a requirement, but you may use ONE image or diagram here to communicate your product concept. You may use the same diagram or figure from Assignment 1 – Part 1.

Additional photos, diagrams, images, tables, or superfluous information in this section will be penalised. The goal is to communicate your product innovation as concisely as possible.

## **Section 2 – Lean Canvas #1**

This section of the assignment requires the design of a lean canvas as discussed in the lectures and workshops. The lean canvas is made up of nine boxes. These being:

- Customer Segments (which also includes a sub-section for early adopters)
- Problem (which also includes a sub-section for existing alternatives)
- Revenue Streams
- Solution
- Unique Value Proposition (which also includes a sub-section for the high-level concept).
- Channels
- Key Metrics
- Cost Structure
- Unfair Advantage

Fill-out a lean canvas for your product innovation as Lean\_Canvas\_1.pdf document. Other formats will be rejected.

The lean canvas is not expected to be “correct” or “perfect”, as this is not possible without launching the product in an actual market. It is rather an opportunity to show the best ideas you have so far. Marks will be awarded for a logical and practical approach in capturing a potential business model for your innovation. As such, you do not need to provide every possible idea or solution in this one canvas. Pick your best ideas to present and focus on your key customers.

This video explains the lean canvas and gives an example for [Uber](#).

### **Section 3 – Customer Segments**

In section 3, expand on the *Customer Segment* box written about in Section 2. Some repetition from Section 2 is acceptable.

This section should be no longer than one page, around 350-400 words, e.g. three paragraphs answering questions below.

#### **What to consider**

What problem is your customer trying to solve? What characteristics is this customer likely to have? Why is this innovation valuable to them?

Consider who is your early adopter customer within this customer segment. Consider extreme or lead users.

Are your customer and user different people?

If you are targeting a business or government customer, which stakeholders will need to be targeted to adopt your product?

It is not necessary to address all of the questions given above. The point of this section is to demonstrate that you have considered who your customer is and what might be their characteristics.

You are making a hypothesis about who your first customer/s might be so you can more easily target this customer in Section 4.

## **Section 4 – Customer Research Interview**

Conduct a face-to-face or remote interview with a potential customer or user about your product innovation. Explain the problem, your potential solution and request feedback. Take a customer centric approach, where you ask questions focused on their needs for the product.

Often this can be done by asking a few pre-prepared open-ended questions, and then expanding on the discussion based on the answers.

Interviews will be accepted with a potential customer, a relevant industry expert, a supplier in the same eco-system as your innovation, or an associated person who has knowledge of the problem. However, the preference is to speak to a potential early adopter customer.

It is very important to not immediately tell the interviewee about your solution. First, you should ask about their issues, needs and problems, to obtain unbiased information. Later in the interview you can introduce your product concept for discussion.

It is up to you how long the interview is, but in practice, interviews less than 15 minutes do not provide sufficient content to score well in this assignment. A typical interview of this type in industry would be 15-30 minutes.

**What to include in this section?** Outline the interview approach taken, the date and time the interview occurred and a brief description of the interviewee's relevance to your problem/solution. Briefly include relevant information about the interviewee, such as their background, experience, and profession.

It is a requirement to record the interview. It can either be by a video or audio-only recording e.g. Zoom, Skype, WhatsApp, over a phone call or face-to-face recording. You must obtain explicit consent to make a recording and inform the interviewee of the intended use of the recording at the start of the interview.

Further details will be provided a week before the assignment due date of how to upload your recording together with your assignment. You must follow the upcoming instructions or grades will not be assigned to the assignment. All instructions will be updated to the "Assignments" folder in your unit Blackboard.

Other forms of customer research will not be considered. For example, surveys and emails are not interviews and will not be approved.



## **Section 5 – Customer Insights**

Consider and record what you have learnt from your interview. What insights have been identified?

What objections or issues have been discovered? Did the interviewee consider your product to be useful and relevant? Are they a likely buyer of your product? Were there any common themes or issues that kept coming up in the interview?

Do you believe you need to adjust your business model, channels or product design? Even pivot to a new business model or customer segment?

Perhaps your interviewee identified a new type of customer, that you may target after launching in the primary market.

This section should be about 300 words. The goal being to capture the themes or insights from the interview for application in Section 6.



## **Section 6 – Lean Canvas #2**

Update your product's Lean Canvas as Lean\_Canvas\_2.pdf from what you have learnt from customer research.

Attach a second page containing a summary of what has been changed and why. This summary may be brief depending on the extent of the changes.

It is very important that you show how this canvas is different from your first lean canvas. Highlight the text changes in the second lean canvas so these can be easily identified by the reader.





## References

If references are needed, please provide a reference list in IEEE format. If references are listed here, ensure to use these as in-text citations.

## Appendices

Please note, appendices will not be reviewed in detail, so should only be provided to support claims made in the assignment.

## Mark Allocation

Assignment 1 – Part 2 contributes 25% of the marks for this unit.

Marks will be allocated to each section of this assignment as follows.

Section	Percentage of Assignment	Maximum Marks
1	5%	1.25
2	25%	6.25
3	15%	3.75
4+5 (will be marked together)	35%	8.75
6	20%	5
<b>Totals</b>	<b>100%</b>	<b>25</b>



## Marking Rubric

	Absent	Novice	Emerging	Pass	Good	Excellent
Task Fulfilment/ Academic Style (60%)		Do not address the task or responds to the task only partially or in a limited way. May have misinterpreted the task. Does not adhere to academic writing style conventions (i.e. formal, impersonal, and objective).	Responds to the task only partially or in a limited way; Mostly adheres to academic writing style conventions (i.e. formal, impersonal, and objective)	Responds to the task relevantly but may lack detail and length. Mostly adheres to academic writing style conventions (i.e. formal, impersonal, and objective).	Responds to the task relevantly but may lack detail and length. Fully adheres to academic writing style conventions (i.e. formal, impersonal, and objective).	Responds to the task relevantly in sufficient detail and length (including formatting of text). Fully adheres to academic writing style conventions (i.e. formal, impersonal, and objective).
Grammar, Vocabulary and Punctuation(20%)		Contains several grammatical errors and/or a limited range of vocabulary, which may include inappropriate usage. Contains numerous spelling and/or punctuation errors which impede overall comprehension - do not penalise typos or common misspellings.	Contains some grammatical errors and/or uses a limited vocabulary. Contains several spelling and/or punctuation errors – do not penalise typos or common misspellings.	Contains some grammatical errors in complex forms, and/or may include a more limited vocabulary range. Contains a number of spelling and/or punctuation errors - do not penalise typos or common misspellings.	Contains a range of contextually appropriate vocabulary and include few, if any, grammatical error Contains very few spelling or punctuation errors - do not penalise typos or common misspellings	Contains a wide range of contextually appropriate vocabulary and does not include any grammatical errors Is free from spelling or punctuation errors - do not penalise typos or common misspellings
Organisation, Coherence, Cohesion(20%)		May lack overall organisation, thematic unity and coherence in and/or between sentences including the development of ideas, but shows some attempt at connecting the ideas expressed.	May lack overall organisation but develops some ideas coherently with some attempt at paragraphing demonstrated. Sentence structures may be limited and/or inappropriately connected.	Has an overall logic and coherence. Shows use of paragraphs and a range of sentence structures which are usually appropriately connected.	Is logically organised, expresses ideas coherently through well-constructed paragraphs, and a range of appropriately connected sentence structures.	Is logically organised, presents a unity of theme and expresses ideas coherently through well-constructed paragraphs and a wide range of appropriately connected sentence structures.