Assignment 2 – Part 1

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

General Requirements

This is an individual assignment.

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

The Assignment

An essential role for an engineers and scientists is to succinctly present their work to others for feedback.

In this assignment you will present your innovation from Assignment 1 to your fellow post-graduate students.

You are required to prepare the following:

- Video Presentation (80%)
- Product Image (20%)

Video Presentation (80%)

Prepare a video presentation with slides, that is a maximum of 3 minutes long where you provide a spoken summary of your proposed product innovation from Assignment 1. Please note that the marker will stop watching the presentation once the time limit is reached. This time limit will be strictly applied.

It is a requirement to show your face in the recording, as would be the case if you presented in person.

The recording must be stand-alone. Any power-point presentation file provided separately will not be accepted or reviewed.

The slide presentation should be clearly branded (consider your potential business name, product name, perhaps a basic logo (not required) and use a consistent colour scheme).

Your slides and presentation should address the following:

- Explain the importance of the problem. You might tell a user story, or by presenting relevant statistics.

- Explain your product. What is unique about your product and how will it disrupt the current market?

- Briefly outline your competition, or explain what is done currently to solve this problem.

- Define your customer segment or target market. If relevant, given an indication of the TAM/SAM/SOM.

- Describe your business model and how the product will generate income.

- Explain your plan to acquire customers, especially your first early adopter customers.

Clearly, this is a significant amount to include in 3 minutes. As such, it is crucial to be concise in what you include.

Suggestions

In the past, students have used software to record their presentation, as well as recording video at the same time showing their face occupying a small window on screen. For example, this can be done using zoom using the video presentation function.

Other students have setup a mobile phone or camera to record themselves, with a computer screen nearby showing their presentation. Please note that if you take this approach, it is not necessary for the production to be of "studio" quality or using any effects such as green-screens. A video recorded on your phone is acceptable, as long as you and your presentation can be easily seen, and the audio is intelligible.

The recording must be stand-alone. Any presentation file provided separately will not be reviewed.

Here are a few additional tips:
- Introduce yourself.
- Where possible, present looking at the camera.
- Ideally practise the pitch well enough so you are not directly reading notes all of the time.
- Dress appropriately, you are presenting to your colleagues in a professional context.
- Show some passion and enthusiasm for your product innovation.
- At the end of the presentation thank the viewers for their attention.

Product Image (20%)

Prepare at least one image, diagram, or sketch of your product in JPEG format. The minimum requirement is to produce one image. However, you may include up to a maximum of four images. Please note that quality here is more important than quantity. One high quality image will typically score better than multiple lower quality images.

If you wish, you may also include your product image in your presentation slides.

One of your images must be either Option A or Option B below.

Option A
Provide a labelled diagram or sketch of your product.
The focus here is on how the product looks.
Ideally this diagram should be prepared digitally, but a very neat hand-drawn sketch with clear markings and labels is also acceptable.
Consider sketching your product at different angles, zoom factors or with a cross-section.
If you are creating a software product, instead consider showing mock-ups of the user interface or app.
If you are creating a large machine, or a product with multiple parts or separate products, consider how best to present these graphically so the reader can easily understand what the product looks like.

Option B
Provide a functional diagram of the product. This diagram would typically show the product architecture and functional blocks.
The focus here is on how the product works.
The diagram should show major sub-components of the product and how they fit together.
For software products and apps, the diagram may be of the connections between the software components, server, and communications infrastructure. It may also be a flow chart of the algorithm or software developed.
Depending on your product, a process diagram or flow-chart may be needed to show the operation of the product at different steps.

If your product does not match up well with Option A or Option B, email your lecturer to discuss other options for your product image.

How to submit your assignment

Please ensure you complete all steps in submitting your assignment as listed below.

<u>Step 1</u>

Upload your video to YouTube. In YouTube, if you wish to keep your recording out of search results, set the video as "unlisted", rather than "public". **<u>Ensure the video is not set to "private".</u>** If you do not have a YouTube channel, you can create one, or upload to a friend's channel. You will only require a hyperlink to your video.

<u>Step 2</u>

Login into the project portal. Access will be provided to you during the semester.

Once in the project portal, complete the form to submit your video hyperlink and image/s. A project page will then be created for you, embedding your video and project assets on your page.

Once your project page is ready and your video and project assets have been uploaded, you will be able to visit your project page. Other students will also be able to review your project page.

Marking Rubric

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	Novice	Emerging	Pass	Good	Excellent
Task Fulfilment/ Academic Style (50%)	Does 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).
Presentation and Delivery (25%)	Presenter was clearly unprepared to present to the audience. Marked lack of eye contact, poor voice volume, tone and pacing. Inappropriate gestures which detracted from the presentation.	Presenter was mostly unprepared to present to the audience. Marked lack of eye contact, poor voice volume, tone and pacing. A few inappropriate gestures which detracted from the presentation	Presenter was somewhat prepared. Delivery of the presentation was made but with strong dependence on notes and hesitation. Some eye contact and good voice volume, tone and pacing. Some appropriate gestures that supported the presentation.	Presenter was well prepared and delivered ideas with lots of eye contact. Appropriate voice volume, tone and pacing. Gestures supported the overall presentation.	The presenter is very well prepared and delivers ideas in a clear and concise manner, without depending too much on notes. Volume pacing and gestures contribute maximally to the presentation.
Organisation, Coherence, Cohesion(25%)	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.