



EB5101 FOUNDATIONS OF BUSINESS ANALYTICS (UNIT 1)

DATA ANALYTICS CHALLENGE ASSIGNMENT

Due: 4 Mar or 7 Mar 2017





Continuous Assessment (15%)

Following the Design Thinking framework, as a team, you should:

1. Define your design challenge for introducing interventions to promote active aging
2. Conduct in-depth interviews with users to inform your survey design
3. Design a survey questionnaire to understand users' views about the interventions
4. Based on survey findings, create a Persona and develop a prototype of the intervention
5. Submit a summary of interviewees' info, interview findings and a soft copy of survey questionnaire or the online survey link
6. Present your research findings and prototype, in 15 minutes, on the final day of Unit 1 (4 Mar or 7 Mar, 2017)