

Individual project for start-up idea

For the individual assignment students should develop a unique product idea they would like to develop into a startup but work together with their assigned group to undertake research in ideation and market research using the following methodology;

(1) Problem identification

- Group agrees on one central problem to solve: ie 'Help our grandparents stay social'
 - How to find problem?
 - Discussion with group members
 - Check AI technology / product or service / start-up trend, and then think about what to solve.
 - What types of problem? Any problem is acceptable.
 - Problems in daily life
 - Global challenging problems (e.g. Climate Change, poverty, education, refugee)

(2) Deep understanding about the problem

- Group selects one of two qualitative methods to understand the problem better from the customers perspective:
 - *Observation* - watch their grandparents social behaviour and write notes.
 - *Ethnographic interview* - Video a long discussion on the topic with a small number of people.

(3) Solution search

- Group shares qualitative research and do a whiteboard ideation session (must photographic their completed session and include in your slide/report)

(4) Product idea

- Each group member select one product idea they like the best
- Do market trend / competitor / customer analysis (See group project for the details).
- Based on the above research, you can revise your product idea

(5) Product feature specification and test

- Based on the type of your product, each group member do one of the following tests. You can also suggest other type of tests if it helps you specify your product feature.
 - Survey:
 - *Conjoint Analysis* - to determine optimal feature selection
 - *Qualtrics Price/concept testing* - to analyse desirability of concept
 - Chatbot design: test several scenarios

- Recommendation System: compare several recommendation models
- Each group member gets help from the rest of their group to complete the survey or other tests and then they interpret the results individually and write up the process above in their individual report

(6) Start-up plan

- Each group member will plan the next step for start-up using the proposed ideas.
 - What needs to be done for new product development?
 - Who you want to invite for start-up preparation?
 - Do you plan to visit start-up accelerator (e.g. UNSW founders, WeWork, IBM or other tech companies' start-up program)?

1. Progress presentation (10%) Due: Wed 24 July @ 1 pm (3 min presentation + 1 min Q&A in tutorial session of the week)

- (1), (2), (3), (4) + Initial idea of product features + the weekly plan until final report submission (Due: 1 pm Wed 14 Aug)
- Maximum 20 ppt slides

2. Final Report (20%) Due: Wed 14 Aug @ 1 pm

- (1) to (6)
- Maximum 15 pages in word file (You could put additional content in the appendix).