



UNSW

UNSW Course Outline

ENTR9004 Prototyping Design Solutions - 2024

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General Course Information

Course Code : ENTR9004

Year : 2024

Term : Term 3

Teaching Period : T3

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : AGSM MBA Programs

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

How do you cross the chasm of idea to prototype?

Prototyping and testing design solutions are functions that exist in every successful organisation across all industries, but as an early-stage startup founder, can you prototype an idea without

design or engineering experience?

Through practical exercises and theoretical principles, students will learn how to transform their design ideas into physical and digital prototypes and how to gain invaluable insights through rigorous testing. Emphasising rigorous testing methods, the course delves into the iterative design process, enabling students to refine and optimise their solutions based on user feedback and real-world perspectives.

This course offers students a comprehensive exploration of prototyping techniques and their critical role in driving innovation within organisations.

Course Aims

Elevate problem solving skills, promote the entrepreneurial spirit, and master the art of rapid prototyping. Provide students with a strong foundation in prototyping methodologies, empowering them to deliver impactful, user-centric innovation. This course aims to equip students with the necessary skills and knowledge to develop and refine their product ideas and gain relevant insight and feedback through user testing.

Relationship to Other Courses

Build towards ENTR9007 Capstone Project

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Develop a prototype for user-testing, with supporting documentation that articulates the prototyping process in a design journal with justification of choices made.	<ul style="list-style-type: none">• PLO2 : Problem Solving
CLO2 : Identify opportunities to enhance innovation and creativity through rapid experimentation and iterative development based on research, testing, and validated assumptions.	<ul style="list-style-type: none">• PLO1 : Business Knowledge• PLO2 : Problem Solving
CLO3 : Evaluate and discuss user-testing results and feedback for design iterations, user-centric solutions, and construction of design inputs for product development.	<ul style="list-style-type: none">• PLO1 : Business Knowledge• PLO7 : Leadership Development
CLO4 : Communicate design intent and structure prototyping and fabrication strategies based on well-considered and validated design inputs.	<ul style="list-style-type: none">• PLO3 : Business Communication• PLO5 : Responsible Business Practice

Course Learning Outcomes	Assessment Item
CLO1 : Develop a prototype for user-testing, with supporting documentation that articulates the prototyping process in a design journal with justification of choices made.	<ul style="list-style-type: none"> Assignment 1: Rapid Prototyping for User Testing and Feedback Assignment 2: Living Centred Design: Prototype, Test, Iterate Assignment 3: Design Journal
CLO2 : Identify opportunities to enhance innovation and creativity through rapid experimentation and iterative development based on research, testing, and validated assumptions.	<ul style="list-style-type: none"> Assignment 1: Rapid Prototyping for User Testing and Feedback Assignment 2: Living Centred Design: Prototype, Test, Iterate Assignment 3: Design Journal
CLO3 : Evaluate and discuss user-testing results and feedback for design iterations, user-centric solutions, and construction of design inputs for product development.	<ul style="list-style-type: none"> Assignment 1: Rapid Prototyping for User Testing and Feedback Assignment 2: Living Centred Design: Prototype, Test, Iterate
CLO4 : Communicate design intent and structure prototyping and fabrication strategies based on well-considered and validated design inputs.	<ul style="list-style-type: none"> Assignment 3: Design Journal Assignment 2: Living Centred Design: Prototype, Test, Iterate

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

Additional Course Information

Project Based Learning

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Assignment 1: Rapid Prototyping for User Testing and Feedback Assessment Format: Individual Short Extension: Yes (7 days)	30%	Start Date: Not Applicable Due Date: 21/10/2024 08:00 AM
Assignment 2: Living Centred Design: Prototype, Test, Iterate Assessment Format: Individual Short Extension: Yes (7 days)	40%	Start Date: Not Applicable Due Date: 15/11/2024 05:00 PM
Assignment 3: Design Journal Assessment Format: Individual Short Extension: Yes (7 days)	30%	Start Date: Not Applicable Due Date: Friday of Week 2,4,8,11

Assessment Details

Assignment 1: Rapid Prototyping for User Testing and Feedback

Assessment Overview

Assignment 1 focusses on communicating design solutions via a series of low-fi prototypes that respond to a chosen hypothesis. Students will need to demonstrate the application of prototyping techniques as well as methods used to gather user feedback. Deliverables: at least 3 wireframes/models with progression of application of Ui/Ux principles, testing strategies, questionnaires, and summary of initial feedback gathered.

Course Learning Outcomes

- CLO1 : Develop a prototype for user-testing, with supporting documentation that articulates the prototyping process in a design journal with justification of choices made.
- CLO2 : Identify opportunities to enhance innovation and creativity through rapid experimentation and iterative development based on research, testing, and validated assumptions.
- CLO3 : Evaluate and discuss user-testing results and feedback for design iterations, user-centric solutions, and construction of design inputs for product development.

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

Assignment 2: Living Centred Design: Prototype, Test, Iterate

Assessment Overview

Assignment 2 focuses on iterative design through user testing and feedback. Students will demonstrate refinement of design through prototyping and refinement of design inputs for product development. Deliverables: High Fidelity Prototype (Physical and/or Digital), A2-sized Infographic poster of your prototype, Design Input Report. Report must include testing and validation results along with revision history.

Course Learning Outcomes

- CLO1 : Develop a prototype for user-testing, with supporting documentation that articulates the prototyping process in a design journal with justification of choices made.
- CLO2 : Identify opportunities to enhance innovation and creativity through rapid experimentation and iterative development based on research, testing, and validated assumptions.
- CLO3 : Evaluate and discuss user-testing results and feedback for design iterations, user-centric solutions, and construction of design inputs for product development.
- CLO4 : Communicate design intent and structure prototyping and fabrication strategies based on well-considered and validated design inputs.

Assessment Length

N/A

Assessment information

Individual Project-Based Assessment

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Planning/Design Assistance

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Assignment 3: Design Journal

Assessment Overview

Students are required to individually keep an active, professional record and reflection of the weekly progress of their design process, which will be reviewed regularly by teaching staff and mentors. Journal should include (but is not limited to), design process, project management, summary of weekly learnings, research findings, and development in design inputs.

Course Learning Outcomes

- CLO1 : Develop a prototype for user-testing, with supporting documentation that articulates the prototyping process in a design journal with justification of choices made.
- CLO2 : Identify opportunities to enhance innovation and creativity through rapid experimentation and iterative development based on research, testing, and validated assumptions.
- CLO4 : Communicate design intent and structure prototyping and fabrication strategies based on well-considered and validated design inputs.

Assessment Length

N/A

Submission notes

Progressive Submission. Friday of Week 2,4,8,11 In-class

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Planning/Design Assistance

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General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 2 September - 8 September	Other	0-week. Check Moodle.
Week 1 : 9 September - 15 September	Blended	Moving from Idea to Prototype
Week 2 : 16 September - 22 September	Blended	Information Architecture for digital, physical, and system solutions.
Week 3 : 23 September - 29 September	Blended	Foundations of UI/UX
Week 4 : 30 September - 6 October	Blended	Solutions and Integration
Week 5 : 7 October - 13 October	Blended	Strategy and Iteration Week
Week 6 : 14 October - 20 October	Other	Flex Week
Week 7 : 21 October - 27 October	Assessment	User Testing
Week 8 : 28 October - 3 November	Studio	Studio time to Build

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Priscilla Tan		Michael Crouch Innovation Centre			No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [Policies and Guidelines](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [Policies and Guidelines](#) page. For PG Research PLOs, including MPDBS, please refer to [UNSW HDR learning outcomes](#).

Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Code of Conduct](#) with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW [Current Students](#) page.

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

LATE SUBMISSION PENALTIES

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time

extension. After five days from the extended deadline, the assessment cannot be submitted.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#),

which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.