INFS1602/2602 Individual Assignment & Group Project

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| **Deliverables** | **Weighting** | **Due Date** |
| 1. Individual Assignment 2. Group Project | 25% 30% | Friday, 11:59 pm of Weeks 2, 4, 6 OR 8[[1]](#footnote-1) Friday, 11:59pm of Week 10 |

The objective of the individual assignment and group project is to apply the knowledge and practical skills acquired in this course to develop a proposal for a novel **platform-based business** that would be commercially viable in the real world.

You will be taking on a specific role (i.e., Strategy Lead, Business Analyst, Solutions Architect, Business Analyst, Project Manager) within a project team of 3-4. As a group, you will first decide on the business model for your proposed platform (i.e., what services to provide and what customers to target). Each of you will then take turns leading the rest of the group over the academic term to deliver the various sections of the proposal (i.e., each section will be submitted as the **Individual Assignment**). The sections will then be refined based on the feedback you receive, integrated into a coherent report, and submitted as the **Group Project**.

PROJECT SCENARIO

Platform-based businesses are businesses that facilitate transactions or interactions between two or more groups of stakeholder groups (e.g., suppliers, consumers, complementary business partners, advertisers, etc.) using technology as a platform. These businesses create value by connecting transacting parties, or by enabling the exchange of goods, services, or information. Examples include marketplaces such as Amazon and Alibaba, sharing economy platforms like Airbnb and Uber, Fintech platforms like Alipay and Kickstarter, and social media platforms like Facebook and WeChat.

Platform-based businesses are becoming increasingly prominent in the digital era because they leverage the power of technology and the internet to reach a large, global customer base. They are often able to scale quickly because they do not own the products or services they offer (i.e., no burden of ownership and maintenance), reducing costs and increasing efficiency compared to traditional businesses. Additionally, these businesses benefit from network effects, where the value of the platform increases as more users join, leading to a virtuous cycle of growth. Furthermore, data generated on these platforms can be analyzed to inform business decisions and improve the user experience. These factors contribute to why platform-based businesses have become some of the most valuable companies in the world, and the aim of your project team is to come up with an idea for the “next big thing” based on this business model.

DELIVERABLES

Each of you will be taking on a different role within a team of 3-4 students. These roles include:

1. **Strategy Lead**: Responsible for analysing the competitive environment, defining a unique value proposition, and formulating a competitive strategy for the proposed business – Individual Assignment due Friday, 11:59 pm of Week 2
2. **Business Analyst**: Responsible for coming up with the design of a key business process, ensuring that it is efficient and effective relative to the potential competitors of the proposed business– Individual Assignment due Friday, 11:59 pm of Week 4
3. **Solutions Architect:** Responsible for developing a visual representation of the platform’s interface and documenting the functions and features of the proposed platform – Individual Assignment due Friday, 11:59 pm of Week 6
4. **Project Manager:** Responsible for developing a project plan, including an implementation timeline, a budget, and a cybersecurity risk management plan, for the proposed platform – Individual Assignment due Friday, 11:59 pm of Week 8

Individual Assignment: 25% of Course Grades

The due dates for the Individual Assignments of each role are different, but if the due date associated with your role is coming up within the next fortnight, you are meant to lead the rest of your team to complete the assignment over this period. While you are allowed to delegate work to your teammates, you are ultimately responsible for the quality of the assignment associated with your role, and the **marks will be awarded individually**. You are only required to submit ONE Individual Assignment across the academic term. The individual assignment should be no longer than **1200 (+- 10%) words** (excluding references and appendices).

If citations are required, the APA referencing style is to be used. Please refer to <https://www.student.unsw.edu.au/apa> for further information.

Group Project: 30% of Course Grades

The project report should be no longer than **5000 (+- 10%) words**, and should contain the following sections:

**Section 1: Executive Summary (2%)**

This is a concise description of the proposed platform-based business. This should be a high-level summary, written for potential investors. Elaborate on the core value proposition and how your business is going to make a profit (where does the money come from?). This summary should be compelling enough so that it can be used to convince people to invest in your business.

**Section 2: Strategy & Value Proposition (6%)**

Describe the key opportunities and threats in your selected industry, your competitive strategy, and the value proposition of your business (i.e., how your business intends to compete in the marketplace, add value for customers, and what its source of income are). To do so you will need to apply the models for strategic analysis covered in this course. However, you only need to provide a summary of the results of your strategic analysis, not a full account, here in Section 2. The full analysis should be included in an appendix to the report (this will not be included in the word count).

**Section 3: Business Execution (6%)**

You will need to choose and model ONE key business process corresponding to a key primary activity of your platform-based business (e.g., matching suppliers to consumers). You are required to describe the selected business process with a concise narrative and then document the process using a process model diagram. Your process model needs to be modelled using BPMN in an appropriate layout. It should include a minimum of 10 activities (preferably no more than 20).

**Section 4: Visual Representation (6%)**

The proposed platform must be described in detail in this section. This includes presenting mock-ups of the platform (e.g., wireframes) to be developed, a summary of its key features and functions, and a storyboard of how ONE function of the system works to the business process described in Section 3.

**Section 5: Project Plan (6%)**

This section should present the plan for the development of the platform. The scope of the project, the proposed implementation schedule and key milestones, detailed estimates of costs/benefits and resource requirements, as well as analyses of the cybersecurity risks involved should be included in this section.

**Section 6: Conclusion (4%)**

This section should include concluding remarks, a recap of the anticipated benefits of the proposed project, a discussion of future development plans beyond what is described in the proposal, a call to action, and the contact details of the project team.

**Section 7: References**

The APA referencing style is to be used and a minimum of TEN references are required. All cited data sources must be listed in the reference list. Please refer to <https://www.student.unsw.edu.au/apa> for further information.

Concluding Remarks

The evaluation criteria for each role-based Individual Assignment and the Group Project have been uploaded to the Assessment Hub of Moodle.

All deliverables should be presented professionally (i.e., nothing handwritten or hand-drawn). They must be word processed and spell-checked. Poor grammar and spelling, as well as neglecting format guidelines, will result in reduced marks. The look-and-feel of each deliverable (e.g., font types, font sizes and margins) can vary, but please ensure that all submitted work are readable and aesthetically pleasing.

1. Deadline for submission depends on the role you take on within your project team. [↑](#footnote-ref-1)