

# INFS5700

## Assignment Project Exam Help

### Introduction to Business Analytics

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**Week 8 Tutorial Activity**  
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(T2 2022)

# Agenda

- Feedback on Week 7 BAM workshop  
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- Design Thinking Workshop: Trussell Trust  
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# Design Thinking

- The essence of design thinking is to approach problems in a similar manner to the way designers would. It is a holistic approach that aims for innovation. It involves using a designer's sensibility to satisfy user requirements, based on technological feasibility, with the possibility of making a practical business strategy, creating a prospective market and adding value for customers.

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- The process of design thinking is a five-step process as shown below
  - Step 1: Empathise
  - Step 2: Define
  - Step 3: Ideate
  - Step 4: Prototype
  - Step 5: Test

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# Design Thinking Workshop: Trussell Trust

- This activity involves applying design thinking to explore the business case of Trussell Trust. In your groups complete the following tasks:
  - Define a Problem (20 minutes)
  - Developing User Personas (30 minutes)
  - Developing a Storyboard (30 minutes)
  - Create an Opportunity Canvas (20 minutes)
- Feel free to use the templates provided on course Moodle page. Alternatively, you can use [Miro](#) (you will need to create an account before accessing its products)

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# Define a Problem (20 mins)

- Purpose

- To identify a grand challenge or problem faced by the focal company/organization
- It should be developed from the perspectives of people in the system, such as service users and service providers
- It helps to focus ideation around discrete aspects of the potential solution



'How might we reduce the incidence of vehicle collision damage?'

GoGet car-sharing example

# Define a Problem (20 mins)

- Activity instructions
  - Select two analytics projects for implementation at Trussell Trust based on the Analytics Leverage Matrix you produced in last week's workshop.  
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  - Express the two analytics projects (use cases) as two challenge statements in the language relevant and meaningful to the organisation

# Developing User Personas (30 minutes)

- Purpose

- Having expressed the problem from the company's perspective, you now create a number of customer personas to explore the problem in a grounded way, empathising with the customer and thinking about the problem from their perspective

- In practice, multiple personas would be developed with some to capture the extreme cases

- Persona Part A

An out-of-town customer, Frida Kahloff, 52-year-old female with a partner and three children. She works in finance and is visiting Australia on vacation with her family. A typical day on vacation involves sightseeing and trips out in the Sydney area. For some of these trips Frida and her family need a car.

## Persona Template

Out of town customer

My name: Frida Kahloff

My Age: 52

Where I live: United States

My Occupation: Finance Manager

Who I live With: Partner and three children

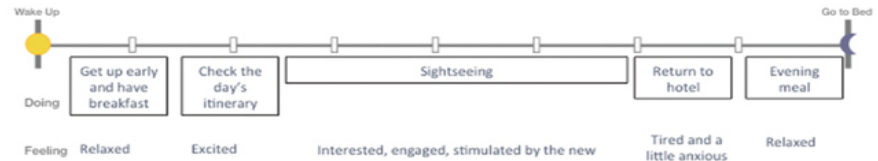
MY LIFE : [biography; lifestyle; work; family; hobbies and pastimes; attitude to life; what I am good at/enjoy; aspirations...]

I enjoy my job but my family are everything. My hobbies include running and playing the piano.

## SOMETHING I WOULD TYPICALLY SAY

What's the worst that can happen?

## TYPICAL WEEKDAY



GoGet car-sharing example

# Developing User Personas (30 minutes)

- Purpose

- Having expressed the problem from the company's perspective, you now create a number of customer personas to explore the problem in a grounded way, empathising with the customer and thinking about the problem from their perspective
- In practice, multiple personas would be developed with some to capture the extreme cases

- **Persona Part B**

In second part of the persona profile, we see that Frida is worried about driving on the left-hand side of the road and with negotiating roundabouts – in America, they drive on the right and roundabouts are rarely encountered.

## MY HOPES + FEARS

I'm looking forward to exploring Sydney and the surrounding area. I'm worried about driving on the left hand side of the road, negotiating roundabouts, and that I might be looking in the wrong direction. I'd be devastated if I had an accident in the city. I'd be devastated if I had an accident in the city. I'd be devastated if I had an accident in the city.

## I LOVE:

Travel and exploring local areas independently

## I HATE:

Rude or aggressive drivers

## PEOPLE + ORGANISATIONS IN MY LIFE

Hotels, travel  
companies (Airbnb),  
car hire (GoGet)

Work colleagues

My family

Me

Closest to Me

Least Close

GoGet car-sharing example



# Developing User Personas (30 minutes)

- Activity instructions
  - Develop three personas representing three different users relevant to your analytics use case design challenge (including one extreme case)  
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  - Create personas using the template provided in the next slide

# Developing User Personas Template (30 minutes)

**Persona Template**

PERSONA NAME/ROLE

My name:

My age:

Where I live:

My occupation:

Who I live with:

**My life:** [biography; lifestyle; work; family; hobbies and pastimes; attitude to life; what I am good at/enjoy; aspirations...]

**People & Organisations in My Life**  
Click/tap where you want to add a text field.

**Time** **Activity**

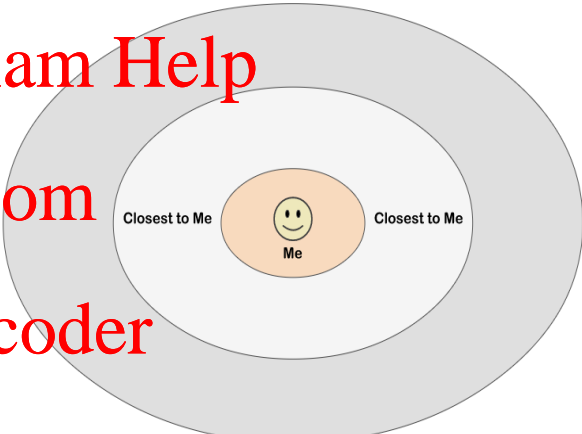
00:00	<input type="text"/>
00:00	<input type="text"/>
00:00	<input type="text"/>
00:00	<input type="text"/>
00:00	<input type="text"/>
00:00	<input type="text"/>

**My hopes & dreams:**

**I Love:**

**I hate:**

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# Developing a Storyboard (30 mins)

- Purpose

- Storyboards communicate a concept by visualising user interactions. They use the art of narrative to focus on a person's experience of using your service

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Storyboard Part A – Reducing vehicle collision damage

Storyboard Part B – Reducing vehicle collision damage

## Storyboard Template

Draw your service concept as a series of steps ("scenes") and interactions and describe what is happening in each scene. The journey story can span cross-channel touch points and represent one key aspect of the service or the entire service journey.

SHOW: [Draw the "who, what, where" of the service sequence; what are people saying, doing, thinking...]



TELL: [Describe what is happening; who is involved; where is it happening...]

Customer is from the USA and on vacation in Sydney, Australia. They need to hire a car for a couple of days to do some sightseeing as a family unit.

USA drives on the right – Australia drives on the left. Australia has roundabouts – these are very rare in the USA. Must drive clockwise around roundabout and give way to traffic from the right – the opposite to the USA.

Customer does a Web search and comes across GoGet, a car-sharing scheme. The reviews are good so they decide to sign up and make a booking.

## Storyboard Template

Draw your service concept as a series of steps ("scenes") and interactions and describe what is happening in each scene. The journey story can span cross-channel touch points and represent one key aspect of the service or the entire service journey.

SHOW: [Draw the "who, what, where" of the service sequence; what are people saying, doing, thinking...]



TELL: [Describe what is happening; who is involved; where is it happening...]

GoGet booking system algorithm flags customer up as high risk of having a collision and causing vehicle damage.

Customer sees increased insurance excess and/or increased rental rate. Customer offered opportunity to take driving awareness online training in exchange for reduced excess.

Customer takes online training, passes, and gets reduced excess.

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# Developing a Storyboard (30 mins)

- Activity instructions




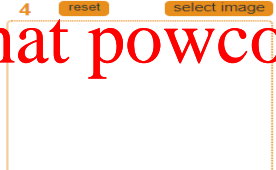


- Create a storyboard for your design challenge

- Use the template provided to develop a storyboard

## Storyboard

Draw your service concept as a series of steps ("scenes") and interactions and describe what is happening in each scene. The journey story can span cross-channel touch points and represent one key aspect of the service or the entire service journey.

SHOW: [Draw the "who, what, where" of the service sequence; what are people saying, doing, thinking...]

<div>1</div> <div>reset</div> <div>select image</div> 	<div>2</div> <div>reset</div> <div>select image</div> 	<div>3</div> <div>reset</div> <div>select image</div> 
<div>TELL: [Describe what is happening: who is involved; where is it happening...]</div>	<div>TELL: [Describe what is happening: who is involved; where is it happening...]</div>	<div>TELL: [Describe what is happening: who is involved; where is it happening...]</div>
<div>4</div> <div>reset</div> <div>select image</div> 	<div>5</div> <div>reset</div> <div>select image</div> 	<div>6</div> <div>reset</div> <div>select image</div> 
<div>TELL: [Describe what is happening: who is involved; where is it happening...]</div>	<div>TELL: [Describe what is happening: who is involved; where is it happening...]</div>	<div>TELL: [Describe what is happening: who is involved; where is it happening...]</div>

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# Create an Opportunity Canvas (20 mins)

- Purpose

- It provides a basis for the preparation of a business case and presentation of the analytics use case to senior management for approval and funding

Users & Customers	Problems	Solution Ideas	Solution Use	User Metrics
2	1 Solutions Today	1	5 Adoption Strategy	6
4	3	9	7	8
Business Challenges		Budget	Business Benefits and Metrics	

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# Create an Opportunity Canvas (20 mins)

- Activity instructions

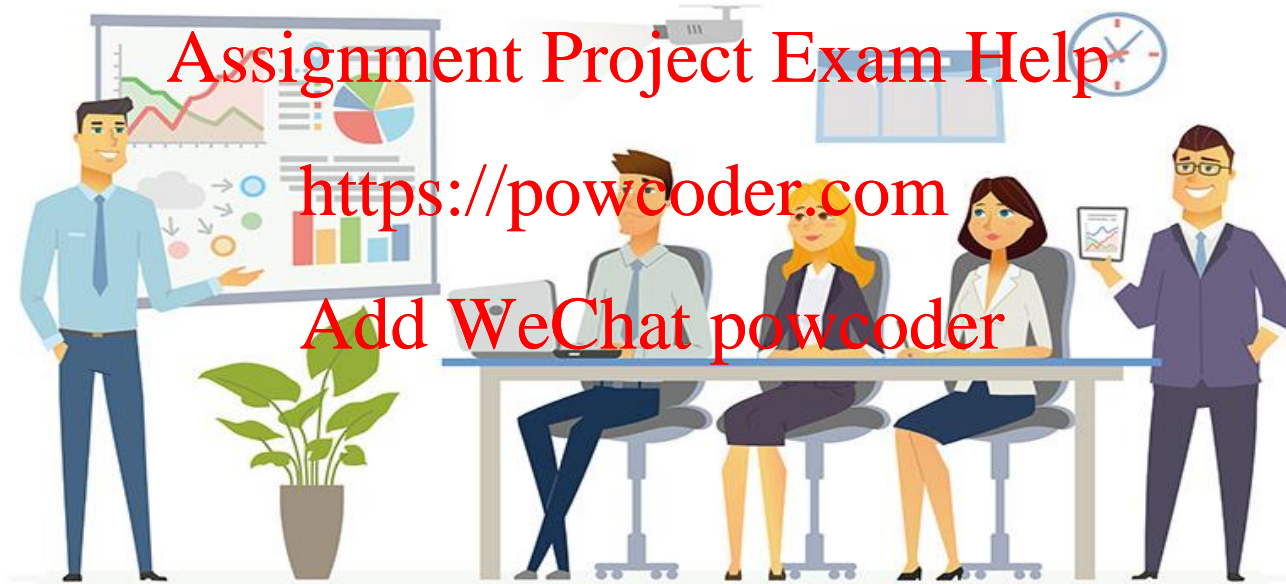
- Create an opportunity canvas for the analytics use case explored in your design thinking activity

Users & Customers	Problems	Solution Ideas	How will users use your solution?	User Metrics
Customers – GoGet Customer (vehicle driver)	<p>Vehicles that are damaged in collisions result in expensive repair costs and reduced vehicle availability.</p> <p><b>Solutions Today</b></p> <p>All drivers are treated the same, regardless of their profile.</p>		<p>High risk customers will be treated as special cases. This could include higher charges, increased excess, special advice (e.g., driving on the correct side of the road and negotiating roundabouts).</p> <p><b>Adoption Strategy</b></p> <p>Users will be given report of high risk customers and prescriptive analytics will initiate action</p>	Reduction in the number of collisions
<b>Business Challenges</b>		<b>Budget</b>	<b>Business Benefits and Metrics</b>	
Repair costs are a significant expense item for GoGet resulting in direct cost (bodyshop) and indirect cost (increased premiums). Customers face increased usage cost due to spreading cost of accidents across all users.		Budget to be developed	<ol style="list-style-type: none"> <li>1. Reduction in number of collisions</li> <li>2. Reduction in repair costs</li> <li>3. Reduction in insurance premiums</li> <li>4. Change in revenue due to change in customer behavior (e.g., impact of increased excess)</li> </ol>	

GoGet car-sharing example

# Present

- Present your opportunity (including personas and storyboards) to the class in a form suitable for presentation to management to ask for budget sign off (3 minutes each)



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**Wrap Up**

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