Assignment 2, Part 2: Progress Report (20%)

(Due: Week 8)

Produce a concise progress report which outlines your understanding of the research problem, the research you've undertaken thus far as a group, and your initial ideas for moving forward.

The document will be shared with your industry partner, so you are expected to deliver a refined, professionally formatted document. This document will also serve as a starting point for the final Artefact (Assignment 3).

Aim of this Assessment:

The aims of this assessment are to:

- Communicate your understanding of the problem statement to the intended audience.
- Deliver a robust base of secondary and primary research which you can use to launch into the ideation, prototyping and testing phases.
- Provide a base on which the final artefact can be built.

Progress Report Guidelines:

The progress report should include:

1. An introduction to the project team, the industry partner, and the Design Factory
2. A brief section unpacking the problem statement, background and the context
3. Your teams research and findings to date (secondary research & primary research – interviews, etc.)
4. How you have constructed your key insights, and 'how might we' questions OR how you have identified applicable interventions
5. A timeline which identifies your 'next steps' for moving forward

The document will also be graded for professional formatting and layout, language (clarity, grammar, spelling, etc.), cohesion, and basic scholarly skills, including accurate referencing of all sources used in your research.

Marking schedule for Progress Report:

The assessment should:

- The document has been constructed with the intended audiences and purpose in mind.
  - Storytelling (3)
  - Professionalism (3)
  - Well-designed (3)
  - Appropriate for industry partner/context (3)
  - Accurate APA referencing (3)
  - Appendices are appropriately used (3)

- The context of the project and research process is clearly explained.
  - Summarise the project (2)
  - Introduce the main participants (your team, DFNZ, industry partner) (6)
  - Summarise the Design Thinking Process, with emphasis on the processes you've worked through thus far (2)

- Secondary Research demonstrates the gathering and analysis of a wide range of sources for exploring and understanding the context of the problem statement.
  - Background to the problem including technical information (5)
  - Evidence of a wide range of sources consulted and appropriate to the study (2)
  - A discussion on key findings (5)

- Primary Research is appropriate, wide ranging, and interpreted to provide relevant findings.
  - Interview process is explained concisely and completely (4)
  - Interview questions are relevant (2)
  - Participants are appropriate to the study (1)
  - A discussion on key findings (5)

- The Define stage ties all secondary and primary research together; and generates key insights and refined 'how might we' questions or interventions.
  - The tool used for DEFINITION is explained (e.g. Affinity mapping or Customer Journey Map) (2)
  - Key insights generated are appropriate and defendable (10)
  - 'How might we' questions and interventions are appropriate and defendable (5)

- The next steps are clearly explained with milestones.
  - A timeline is provided from Week 9 to Week 15
    - which explains the final two stages specific to your project (3)
    - Identifying assessment and group milestones (3)

You'll also be graded on your ability to:

- Work collaboratively to plan, refine, and deliver a professional artefact document.

  - Roles and responsibilities
  - Analysis of audience, context, tone, and overall approach
  - Planning, drafting, and refining

  *This will be evaluated by the tutors, and informed by a group and peer evaluation process (see Group Evaluation & Peer Evaluation forms on Moodle) (25)

Project Report Layout example

This is an example ONLY **of a layout of the progress report and a hypothetical number of pages allocated. You may find your problem requires more or less pages in each of the sections and may use different tools.**
Discussion with your coach will help you agree on a format.

TITLE PAGE

1 Contents (1 page)

2 Who the team is (1 page)

3 Design Factory (½-1 page)

4 Industry overview (½-1 page)

5 The design process (diagram 1 page)

6 Secondary Research

- Background to problem
- Discussion of key findings
- Technical Considerations

7 Primary Research

- Interview process
- Discussion of key findings

8 Affinity Map/Customer Journey map

- Process documented
- Themes/Insights explained and defendable

9 Redefinition

- How Might we Questions explained and defended.

10 Timeline for second term

+ lots of pictures!!!

APPENDICES

I. Creative Brief (6)

II. Interview Questions (7)

III. Technical information that is relevant to the project

IV. Empathy maps* (7)

V. Personas* (7)

VI. Affinity Map** (8)

VII. All themes and insights** (8)

VIII. Timeline ** (10)

* May not be in this report

** Maybe in main report instead of appendix