



## **Assignment 2, Part 1: Pitch & Present (10%)**

**(Due: Week 6)**

The purpose of this assignment is to outline your process and research to date, and to present the refined direction you wish to take in the second term.

### **Aim of this Assessment:**

The aims of this assessment are to:

- Understand the purpose of, and demonstrate the skills to deliver, a professional pitch.
- Clearly articulate and communicate the problem statement and your potential ideas.
- Describe the design thinking process, and how this has informed the development of ideas.
- Facilitate feedback from industry partners to further develop your direction
- Co create with industry in ideation.

### **Pitch & Present Guidelines:**

Deliver a 10-minute (maximum) presentation to your industry partner(s) and Design Factory staff, to summarise your process, your research findings to date, and how they led you to your key insights and 'how might we' questions.

Your pitch should include:

- 1) Your starting point – the original challenge and your key questions about this.
- 2) A brief explanation of the process you've followed (e.g. design thinking, brainstorming, etc.) to investigate the problem background and context, and of what you've found out through this process (e.g. about the people, the industry, the processes, the issues, etc.).
- 3) The main research points – both primary and secondary that are important to your problem and have led you to key insights.
- 4) Key insights that relate to the project and appropriate how might we questions for a new direction
- 5) A sell of the direction you think is in the best interests of the industry partner
- 6) An opportunity for feedback from the audience at the end of your presentation.

Your pitch will also be marked for the professionalism of your delivery, including your preparation, your interaction as a team, and the format of your presentation.

A co-creation workshop with your industry partner will follow the feedback after the presentation. This co-creation session is where you and your industry partners will work on a 'how might we' question to develop some initial ideas.

### Marking schedule for Group Pitch & Present

Pitch Presentation Content	Allocation of marks
Problem statement & context <ul style="list-style-type: none"> <li><i>The starting point – your initial research question &amp; your thoughts on this</i></li> <li><i>The context of the problem, as discovered through your design thinking approach. E.g.</i> <ul style="list-style-type: none"> <li><i>Methods/processes</i></li> <li><i>Findings from secondary research – stats, figures, reports, etc.</i></li> <li><i>Findings from primary research - empathy interviews, observations, discussions, etc.</i></li> </ul> </li> </ul>	/25
Articulate the main insights that your team has come up with <ul style="list-style-type: none"> <li><i>Key insights are appropriate and defensible</i> <ul style="list-style-type: none"> <li><i>How might we questions are appropriate</i></li> </ul> </li> <li><i>Sell the direction your team believes is best to take</i></li> </ul>	/ 25
Invite feedback / discussion on your ideas/solutions <ul style="list-style-type: none"> <li><i>Engage the audience in discussion by both asking and responding to questions.</i></li> </ul>	/ 10
Individual Participation during co creation workshop <ul style="list-style-type: none"> <li><i>A peer individual mark will be given according to the individual contribution at the co-creation workshop.</i></li> </ul>	/ 10
Delivery of Pitch Presentation	
Professionalism <ul style="list-style-type: none"> <li><i>Audience analysis is evident (i.e. you've clearly considered who you're pitching to, what 'language' they speak, what is important to them, what you want from them, etc.)</i></li> <li><i>Well-prepared presentation, keeping to time limit</i></li> <li><i>Clear, effective delivery</i></li> <li><i>Professional interaction and involvement from all group members</i></li> <li><i>Listening and looking for verbal and non-verbal feedback and adapting your presentation where necessary.</i></li> </ul>	/ 20
Format, mechanics, and scholarly skills <ul style="list-style-type: none"> <li><i>Effective visuals, free of formatting, mechanical and language errors (spelling, grammar, clarity of expression, etc.)</i></li> <li><i>Accurate APA referencing of all sources, images, etc.</i></li> </ul>	/ 10
<b>TOTAL MARKS</b>	
<b>Weighting /10%</b>	
<b>/ 100</b>	