# Subject code: CP2408

# Subject Title: Design Thinking and Creative IT Industries

Assessment 1: Initial Project Plan Template,        JCU Singapore

 **Group Task Cover Sheet**

Subject code: CP2408

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Student Family Name | Student Given Name | JCU student Number | | | | | | | |
| Sathasivam | Sanjay Kumar | 1 | 3 | 2 | 9 | 4 | 9 | 9 | 3 |
| Bogogolelo | Reuben | 1 | 3 | 2 | 7 | 2 | 5 | 6 | 6 |
| Ch’ng | Kok Liang | 1 | 3 | 4 | 1 | 7 | 6 | 7 | 3 |
| Lum | Brandon | 1 | 3 | 3 | 7 | 9 | 3 | 3 | 9 |
| Assessment Title | Initial Project Plan Template | | | | | | | | |
| Due Date | 23 December 2016 | | | | | | | | |
| Lecturer Name | Mr Randy Zhu | | | | | | | | |
| Tutor Name | Mr Randy Zhu | | | | | | | | |

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1) Choose design challenge and specify particular focus on the target group

Design challenge 3:

A supportive tool to aid new immigrants to acclimatize to living in Singapore.

There are many factors to consider looking at this challenge.

We must explore the potential problems that an immigrant might face.

Residence.

One of the most important factors for immigrants would be to search for a suitable place residence.

A place of residence can be seen as a stepping stone into the country, the chance to settle in and get a feel of the immediate surroundings. It will be a safe space in an unknown territory, where they can recuperate while dealing with the possible stress of living in a new environment.

The immigrants, more than likely, might not have the finances to immediately make a full purchase on a housing property, instead choosing to rent or sign a lease. This might cause their mindset to be set upon the fact that, because their residence is only temporary, they do not have a reason to commit to learning about the culture and environment of their surroundings.

Culture and Religion.

The culture and religions of the country also another major factor with regards to our challenge.

Being able to merge seamlessly into the local society will be heavy dependent on how much the immigrants can learn and understand about the practices of local cultures and religions.

For example, the superstition of the seventh month. To the outside eye, the burning of offerings and incense is seen as a meaningless act and an environmental hazard. It also contributes to littering, with debris and ashes drifting everywhere.

The immigrants must understand that it is a practice of one of the cultures in Singapore, and should avoid interrupting or criticizing the religious practice.

Another big part of the culture here would be the different types of cuisines. The immigrants might not be able to find food that they are comfortable with, and might be put off by what the local cuisines have to offer.

Communities

Depending on their place of residence, the immigrants will have access to the community hubs and centers, where they can mingle with other residents to build their network in the country, as well as to understand more about the way of life in the country.

They can choose to partake in social activities or community gatherings hosted by the respective constituencies, being more involved and having a voice in the decisions that will affect their way of living.

They may also choose to look towards members of their own communities, immigrants hailing from the same country as them, to teach and guide them into the way of life in Singapore.

Transport

There are two points that we can bring up when talking about transport.

The first is private/personal transportation.

The immigrants can choose to obtain their own transportation if their finances allow for it.

A point to note is that the cost of purchasing and maintaining a private transport in Singapore is high compared to many other countries. Furthermore, the licensing that they would have to obtain is only valid for a period of ten years.

The second point would be public transportation.

The public transportation currently in place in Singapore can be considered as very comprehensive. With regards to the Mass Rapid Transport trains(MRT), the stations are separated into different colour coded lines, with additional information such as transfers to other lines and whether bus interchanges are available at that station.

For the working-class immigrants, these options would be their primary mode of transportation.

Law and Regulations

With regards to the laws and regulations of Singapore, it will not differ much from where the immigrants originate from.

However, the immigrants might be confused with certain minor, yet punishable laws. Examples include the infamous chewing gum ban and the relatively high fines for public littering.

They might also question the purposes of restricted activities, such as the ban on smoking in majority of public spaces.

Communication

Immigrants should know that the main spoken language in Singapore is English. As such, they should and would have learnt how to speak it. The local communities, however, might not be as fluent in it.

Especially for the older generation, their main spoken language can range from mandarin and Malay, to dialects of these languages. The immigrants might have a hard time trying to convey messages to them, an example being trying to purchase items from the local shopkeeper.

Job security

Immigrants coming into Singapore would most likely do so because of job opportunities. As such, they would be concerned when it comes to the stability of their job. They might need aid in upgrading their skillsets, but are unable to find avenues in Singapore that would allow them to do so.

Affinity to technology

Singapore is an increasing technological hub. Smart devices, such as phones and tablets, enable the user to connect to wealth’s of information available. With more applications and interfaces being developed to go together with everyday processes, the immigrants must be able to learn and adapt to these devices.

2) Long-term goal and project questions(WIP)

**Long-term goal:**

To acclimatize immigrants to living in Singapore.

List of questions that relate to the long-term goal:

* Are the immigrants comfortable living in the country?

Mostly. However, the immigrants might face personal problems and have no outlets to express them.

* Do they feel welcomed by the local community?

The consensus would be yes, although there will be some minor issues that would cause the locals to avoid mingling with the locals

* Will the immigrants face any problems when spending their leisure time?

It is possible. This may be because they do not have any immediate family or friends that chose to move with them. They might be spending their downtimes alone.

* Do they know the popular hotpots in the country?

They might not. Most of the immigrants have moved to focus on their work, with relaxation and leisure time as a secondary objective.

* Can they find a place to relax and rewind from the city life?

Yes, they should. There are plenty of public spaces in Singapore that offers a break from the city life. They might have trouble locating these places, however.

* Can the immigrants use the transport system in place efficiently?

For the most part, yes. However, they might lose some time in exploring routes that they are taking for the first time.

* What if they cannot keep up with the cost of living?

They must revisit their priorities and compromise, cutting back on luxury items. If they cannot solve it personally, they will be able to see financial aid from the government.

* How well can they cope with the pressure of working/living in Singapore?
  + Can they handle the higher than average work hours here?

They would have to adapt. They can seek financial advice if they cannot cope with the pressure, to help them plan and seek alternatives.

* Are they able to tolerate and learn from cultural and religious practices?

To some extent, yes. If they are willing to learn and interact with the locals.

* Can they integrate well with the locals of different backgrounds?

Yes.

* Are they experiencing any barriers to intercultural communication?
  + How can they improve on their communication skills?

They can choose to take courses that are readily available to improve their English or to learn one of the native languages.

* + How can they communicate with the elder locals who do not speak English?

They can choose to learn a few basic words to be able to convey simple messages. Otherwise, they can attempt to turn to a nearby person for a translation.

* Are the immigrants aware of basic rules and regulations in Singapore?

For the most part, they would be aware. There are reminders in the form of warning signs, such as those for littering, for the minor but common offenses.

* How well can they adapt to the local cuisines?

They might get encouraged by the local friends to make small changes, or be given information for alternative dishes that they can make themselves. There is also a possibility they could find their native cuisines in Singapore given its diverse pool of cultural heritages.

* How high of a level can they engage in sport activities in Singapore?
  + How can we keep the high-leveled players engaged and sated?

We can conduct tournaments aimed at the initiation and creation of sports teams. This will provide them with a platform to compete and show off their skills.

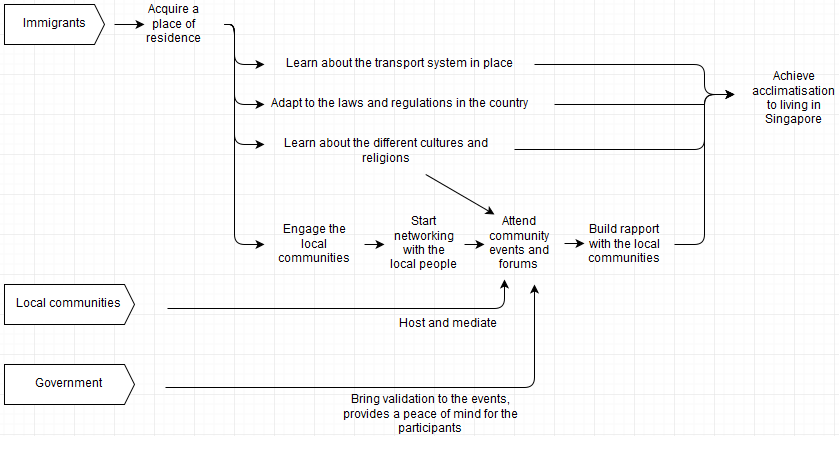
* Are they familiar with technology?

Yes, majority of the immigrants will be familiar with technology advances.

* + Do they have smart devices? Are they familiar with social and networking websites?

Yes.

3) Create a project map along with a long-term goal and project questions



Our targeted users are the immigrants, and the targeted activity would be to engage them by hosting community events and forums

4) Declaring Assumptions

Our target users are the immigrants coming into Singapore.

So, let’s determine a few basic assumptions of this group.

Our target users have:

* A basic understanding in English, being fluent enough to hold a conversation.
* Actively seeking to integrate themselves into the local communities.
* Tolerant of other’s practices and beliefs

Moving on into a more in-depth look:

We believe that our target users are:

* Immigrants who have problems approaching and interacting with the local communities.
* Immigrants who do not know about the way of life in Singapore.
* Immigrants who just want to ‘blend in’.

We assume that the target users want:

* Events and activities to give them a chance to interact with the local communities.
* To look towards forming or joining a community consisting of people from their home country.
* To learn about the common cultural and religious practices.

We assume that more important points the target users want are:

* Someone that they are comfortable with to address their questions and concerns.
* To be respected members of the community, having their outputs listened to, and not to be seen as outsiders.

Our biggest product risk would be:

* The target users choosing not to participate in the events available, not feeling welcomed and comfortable enough to approach the locals.
* Users turning away from our product due the it’s inefficiency in allowing them to keep track of and attend events

5) Outcomes

**Surveys**

Surveys will be the main source of evaluation with regards to our long-term goal.

We can use them to measure:

Happiness Index.

We can measure the happiness index with a first round of surveys before the implementation of our solution. This will be the basis of which we can use to compare with the results of the second round of surveys, given a period of about six months after our solution has been introduced.

For example, the evaluating the first round of surveys might give us the happiness index of 50%. We can then set a viable goal of achieving a happiness index of 80% and use subsequent rounds of surveys to determine if the proposed solution working, the rate at which it is working, and if any improvements should be made.

Conversion rate.

In this context, if immigrants can successfully and seamlessly integrate into our society, it might attract more people to look towards Singapore to call their home. The possible increased influx of immigrants over time can be attributed towards achieving our goal.

Retention rate.

Achieving our goal means that the immigrants will feel just as comfortable in Singapore as they are in their previous home country. They would not consider moving anywhere else, and choose to permanently settle, rather than having a short term plan of staying in Singapore for a year or two.

External benchmarks.

We can use globally conducted surveys to observe how likely people would choose to immigrate to Singapore, given the chance, and compare it with other countries. This is a good way to see if our standing has improved due to the achieving our goal.

6) Proto-personas

|  |  |
| --- | --- |
| Jim | Profile:   * 35 Years old * Immigrated to Singapore from China * Single * Fluent in mandarin, knows basic English * Working class |
| Behaviors:   * Always has opinions on hot topic issues * Socially active on Facebook and twitter | Needs and goals:   * Wants to be involved in community projects * Engage with the local populace to learn about their cultural practices * Avoid confrontations |

|  |  |
| --- | --- |
| Lily | Profile:   * 38 Years old * Immigrated to Singapore from Malaysia * Getting married to a local resident * Fluent in mandarin and English * Working class |
| Behaviors:   * Likes to socialize * Socially active on Facebook * Tries to be morally correct * Finds the concept of different cultures interesting | Need and goals   * Wants to contribute to community projects * Host social events to get to know the local populace * Have influence in decisions regarding quality of life improvements in the area |

|  |  |
| --- | --- |
| Murugan | Profile:   * 48 Years old * Immigrated to Singapore from India * Fluent in English and Tamil * COO of a multinational company |
| Behaviors:   * Prefers to ‘mind his own business’ * Maintains a small circle of friends by keeping in touch with personal visits. * Close-minded, does not see a point to certain cultural and religious practices | Need and goals   * To minimize contact with others * Prefers to focus on work, and less on socializing * Wants to build a ‘elitist’ circle of contacts |

7) Hypothesis statements

|  |  |  |  |
| --- | --- | --- | --- |
| We believe | For | Will achieve | We evaluate by |
| Creating an application that keeps track of events hosted by local communities, financially backed by the government. | The immigrants | Give them a better platform in which to interact with the locals. A sense of security knowing that the event is funded and backed by the government to facilitate them easing into the communities. | Surveys on the immigrant’s access to smart devices, as well as their knowledge on current and upcoming events. |
| Putting up infographic posters for the different cultural and religious events around the residential areas | Keep the uninformed updated on the dos and don’ts of these events | Surveys for the residents to determine if the posters have increased awareness. |
| Setting up help desks within community centres | Allow for a more personalized exchange of information | By the amount of visits the help desks receive. We can also track the type of information being requested more often than others. |

8) Problem Statement

Our service, the creation and hosting of events for/within the localized communities, was designed to achieve acclimatization for the immigrants.

We will be creating an application that will allow for the users to be notified of and keep track of such events. Events hosted by the local communities will be incentivized by the government, in terms of monetary bursaries, which also brings validation to these events.

We have observed that the current processes might not be accommodating enough for the immigrants, which might cause them to feel alienated.

How we might evaluate and improve our service to better facilitate the immigrants will be based on KPIs such as retention rate and overall happiness.

9)Features

Our MVP should have the following key features:

|  |  |  |
| --- | --- | --- |
| We will | For | In order to achieve |
| Create a database for events to be listed and sorted based on type and purpose of the event | The users | For it to be stored and displayed in the application |
| Allow for the personal notifications of selected events dates | The users | Allow for better tracking and acts as a reliable method for reminding users. |
| Display recommended events based on proximity to location and history of selected events attended | The users | Reduce the need to actively look for ideal events based on user’s wants and needs. |
| Allow for feedback to be input from the users | Users and custodians of the application | Improve existing functionality or add new ones |

10) Team Details

|  |  |  |  |
| --- | --- | --- | --- |
|  | Student Name: | Student ID: | Roles: |
| 1 | SATHASIVAM SANJAY KUMAR | 13294993 | Time keeper,  data custodian |
| 2 | Lum Kwan Wei Brandon | 13379339 | Topic coordinator |
| 3 | Ch’ng Kok Liang | 13417673 | Lead data analysis |
| 4 | REUBEN BOGOGOLELO | 13272566 | Lead idea developer |

11) Team Collaboration Plan

*-Preferred communication method: (e.g. email, skype, facebook, slack, etc)*

Our team prefers to use Skype and the WhatsApp application to communicate with each other regarding the direction of the project.

*-How to share information: (must include* ***one*** *cloud storage option)*

We are using Google Docs to create drafts and input ideas/suggestions. We also store soft copies of our individual work and send them to each other for references.

*-Plans to monitor team’s progress: (e.g. milestones)*

After designating the individual roles, we set soft and hard deadlines to meet. We would convene and discuss what has been done once the soft deadline is up, making sure that everyone is on the right track and producing results. By the time the hard deadline is up, we would already have complied a first draft and be revising it to prepare for the actual submission.

*-Team culture or rules: (must include risk management issues like members not participating during meetings, missing meetings or lack of effort in handling assigned tasks). Preferred conflict management style: (e.g. inform the lecturer)*

Our team culture is one that is relaxed but strict on deadlines. We are cavalier in discussions, but when there is an objective or deadline to meet we will demand that everyone contributes their share.

Any conflicts that cannot be resolved within the group that affects the assignments will be referred to the lecturer.

12) Project meeting schedule and objectives

|  |  |  |
| --- | --- | --- |
| Topic | Plan | Objectives (<50 words) |
| *Discussion on the selection of topics for assignment* | *2nd December 2016*  *1300-1500 HRS*  *Public space* | To determine the topic of choice for the assignment, evaluating each of the three based on possible problems and solutions. |
| Discussion on the work allocation of the assignment | 9th December 2016  1300-1500 HRS  School Canteen | Assigning roles to each of the team members, setting internal deadlines and communication methods. |
| Determining progress of work and compilation. | 18th December 2016  1900-2100 HRS  Online discussion (Skype) | Compilation of individual work, reviewing of other team member’s work. Determining progress left to completion. |

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## **13) Appendices:**

Name of Team: Design Thinkers

Date of meeting:2/12/16 (1300-1500 HRS)

Members present: All

Members absent: Nil

Meeting chairperson: Brandon Lum

Minutes taken by: Sanjay Kumar

Summary of meeting: (Discussion on assignment 1 startup and managing the works)

Action items for Team members:

|  |  |  |
| --- | --- | --- |
| Actions to Do | Who will do this work? | By when? |
| Brandon Lum | Discussion on the work allocation of the assignment | At the end of the day of the discussion |
| Sanjay Kumar | Discussion on the selection of topics for assignment | At the end of the day of the discussion |
| Ch’ng Kok Liang | evaluating each of the three based on possible problems and solutions | At the end of the day of the discussion |
| Reuben Bogogolelo | Choosing of Topics and gathering information on the design challenge | At the end of the day of the discussion |

Name of Team: Design Thinkers

Date of meeting:09/12/17 (1300-1500 HRS)

Members present: All

Members absent: Nil

Meeting chairperson: Brandon Lum

Minutes taken by: Sanjay Kumar

Summary of meeting: Discussion on the work allocation of the assignment

Action items for Team members:

|  |  |  |
| --- | --- | --- |
| Actions to Do | Who will do this work? | By when? |
| Brandon Lum | Brainstorming and provided data on the design challenge | At the end of the day of the discussion |
| Sanjay Kumar | Assigning roles to each of the team members | At the end of the day of the discussion |
| Ch’ng Kok Liang | Setting internal deadlines and communication methods. | At the end of the day of the discussion |
| Reuben Bogogolelo | Did brainstorming and proto personas | At the end of the day of the discussion |

Name of Team: Design Thinkers

Date of meeting:18/12/17 (1300-1500 HRS)

Members present: All

Members absent: Nil

Meeting chairperson: Brandon Lum

Minutes taken by: Sanjay Kumar

Summary of meeting: Determining progress of work and compilation

Action items for Team members:

|  |  |  |
| --- | --- | --- |
| Actions to Do | Who will do this work? | By when? |
| Brandon Lum | Arranging all the group members work as a proper  Document and project Map. | At the end of the day of the discussion |
| Sanjay Kumar | Worked on outcomes, Happiness index, External benchmark | At the end of the day of the discussion |
| Ch’ng Kok Liang | Worked on Law and regulation , job security, Affinity to technology,Surveys | At the end of the day of the discussion |
| Reuben Bogogolelo | Worked on problem statement and collaboration plan | At the end of the day of the discussion |

**Secondary Research Notes Template:**

|  |  |  |
| --- | --- | --- |
| No. | Source | Insights: |
| 1 | *data.gov.sg* | *Collected information on immigrants who have visited Singapore so far* |
| 2 | http://www.migrationpolicy.org/article/rapid-growth-singapores-immigrant-population-brings-policy-challenges | Collected statistical data on immigrants |
| 3 | https://www.guidemesingapore.com/relocation/introduction/quality-of-life-in-singapore | To know more on the life of the immigrants in singapore |
| 4 | https://www.expatistan.com/cost-of-living/singapore | Helps to get information on the cost of living in singapore and how it influences the immigrants |