MGNT830

Design Thinking for Innovation

Term 4 North Ryde 2018

MGSM Degree Programs

Contents

General Information

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Credit points 4
Prerequisites 24cp including MGNT607
Corequisites
Co-badged status
Unit description Innovating is at the core of successful enterprises today, whether start-ups or Fortune 500 companies. Adopting a customer perspective is a guiding principle for successful business model design. A desirable, viable and feasible product or service innovation requires deep customer empathy. This unit explores key concepts in design innovation based on the human-centred approach called "design thinking". This unit applies experiential learning (learning by doing) by introducing students to the tools and practices of innovation, deep customer insight, and design thinking in real world applications. Students apply design methodologies and innovation tools in a live, corporate project, working closely with a client company, solving real complex problems.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Define an opportunity to an innovation challenge, based on deep actor insights gained through field research.

Recommend a solution to an innovation challenge, following a human-centred approach of (re-) framing the problem, ideating, prototyping and testing.

Critically evaluate the desirability and viability of a proposed solution to make responsible management decisions that meet the needs of customers, businesses and society, now, and in the future.

Appreciate the importance of a Design Thinking mindset and apply designerly ways of thinking and doing to an innovation challenge.

Assessment Tasks

Name	Weighting	Hurdle	Due
Design Challenge Presentation	25%	No	14 October 2018
Design Challenge Report	50%	No	30 October 2018
Individual Reflection	25%	No	4 November 2018

Design Challenge Presentation

Due: **14 October 2018**
Weighting: **25%**

Format: in class presentation, softcopy upload to ilearn.

Teams will present the results of their work on the design challenge in class. Each presentation should be around 6 minutes followed by feedback from the audience. The quality of the content and how you communicate your message to inspire the audience will lay the groundwork for your grade. At a minimum you should clearly and concisely share the following:

- WHO you are designing for;
- WHY -> what is the problem/opportunity;
- WHAT is the proposed solution;
- WHY is this relevant for your Persona (what are the benefits);
- HOW does the solution work (this can only be a snapshot, ideally sparking interest to test the prototype).

A detailed marking rubric will be shared in class and uploaded to ilearn.

Overall assessment of presentation will be based on a team mark component (50%) and an individual mark component (50%). A detailed marking rubric will be shared in class and uploaded to ilearn.

On successful completion you will be able to:
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- Recommend a solution to an innovation challenge, following a human-centred approach of (re-) framing the problem, ideating, prototyping and testing.
- Critically evaluate the desirability and viability of a proposed solution to make responsible

management decisions that meet the needs of customers, businesses and society, now, and in the future.

Design Challenge Report

Due: **30 October 2018**
Weighting: **50%**

Length: 3500 words max, excluding appendices

Format: Report, pitch deck and prototype. Softcopy upload to ilearn plus prototype hardcopy if applicable.

Successful innovators put themselves in their customers' shoes. Gaining customer empathy goes beyond being customer-centred, it is about understanding customers as real people with real problems, not seeing them as targets for sales or as a set of demographic statistics around age, income level, or marital status. It involves developing an understanding of both their emotional and their rational needs and wants.

For this team project you will work on a real world challenge. The broad context and constraints of the project will be defined, but it will be your task to specify the scope of the project, its intent, the questions it hopes to explore, and the target market it wants to explore them with.

During the first phase of the project you will be researching the problem from various perspectives. Most importantly, you will take a human-centred approach, use innovation tools and techniques to better understand peoples' underlying issues and to define and re-define what the real problem is. In your report you will demonstrate that you have a good and sufficient understanding of the problem space, based on extensive field research throughout the term. You will have gathered data from various sources incl. online sources, research studies, archives, and government reports. Most importantly from real people who are affected by the problem, including current (non-)users, potential users, experts and other relevant stakeholders. The objective is not only to provide a solution to the problem, but to carefully understand and frame the problem, before you ideate, build prototypes, test and refine your concepts.

Your team is expected to produce a number of prototypes (minimum 3) for your challenge (conceptual, low to high fidelity, etc.) and test them with users and other stakeholders. You will document the learnings from these testings and how new insights shaped the iteration of your solution. Teams will engage in further iterations of the creative processes and work towards a presentable prototype or minimum viable product.

You will apply frameworks, concepts and templates in class to gain a first experience and then apply them again in the field. Through additional readings and your own research you will create a comprehensive solution to a problem. You will submit a final prototype of your solution as well as a pitch deck/executive summary (max. 8 slides).

You are asked to document the journey and iterations that your team has been through, while highlighting the major insights and suggestions what the problem/opportunity is and how this might be addressed.

You are highly encouraged to use insightful visualisations in your report. You should pay close

attention to acknowledging all sources of data, especially existing internal company documents, plans, market research studies etc. You should also give careful attention to presentation and the use of appropriate style and format. In particular, you should cite any references fully and in an acceptable style as noted in the Student Handbook.

A report guideline will be presented in class.

Overall assessment of team report will be based on a team mark component (50%) and an individual mark component (50%). A detailed marking rubric will be shared in class and uploaded to ilearn.

On successful completion you will be able to:
- Define an opportunity to an innovation challenge, based on deep actor insights gained through field research.
- Recommend a solution to an innovation challenge, following a human-centred approach of (re-) framing the problem, ideating, prototyping and testing.
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Individual Reflection

Due: **4 November 2018**
Weighting: **25%**

This a take home individual assignment. The assignment will consist of a combination of self-reflective and essay style questions. The reflection will relate to your team journey (design challenge), as well as your personal experiences and learnings throughout the course. Further information will be provided in class.

The take-home assignment will be available in iLearn on the scheduled date.

On successful completion you will be able to:
- Appreciate the importance of a Design Thinking mindset and apply designerly ways of thinking and doing to an innovation challenge.

Delivery and Resources

Prescribed (compulsory) readings

A full list of readings will be provided very soon. Announcement will be sent to the class once an updated unit guide has been made available.

MGSM iLearn

The web page for this unit can be found at: https://ilearn.mq.edu.au/login/MGSM

Unit Schedule

Students are required to attend all classes.

The unit will be presented in a weekly format as follows:

Session	Date	Topic
1	29-September-2018	Introduction to Design Thinking
2		Design Challenge
3	30-September-2018	Field Research
4		Synthesis & Insights part I
5	12-October-2018	Sharing: User Research Observations
6		Synthesis & Insights part II
7	13-October-2018	Ideation
8		Rapid Prototyping & Testing
9	14-October-2018	Iteration & Storytelling
10		Team presentations

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.m q.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-centr al). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (htt ps://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (http

s://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/study/getting-started/student-conduct

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Define an opportunity to an innovation challenge, based on deep actor insights gained through field research.
- Appreciate the importance of a Design Thinking mindset and apply designerly ways of thinking and doing to an innovation challenge.

Assessment task

- Individual Reflection

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcome

- Critically evaluate the desirability and viability of a proposed solution to make responsible management decisions that meet the needs of customers, businesses and society, now, and in the future.

Assessment task

- Design Challenge Report

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Define an opportunity to an innovation challenge, based on deep actor insights gained through field research.
- Recommend a solution to an innovation challenge, following a human-centred approach of (re-) framing the problem, ideating, prototyping and testing.
- Critically evaluate the desirability and viability of a proposed solution to make responsible management decisions that meet the needs of customers, businesses and society, now, and in the future.

Assessment tasks

- Design Challenge Presentation
- Design Challenge Report

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Define an opportunity to an innovation challenge, based on deep actor insights gained through field research.
- Recommend a solution to an innovation challenge, following a human-centred approach of (re-) framing the problem, ideating, prototyping and testing.
- Critically evaluate the desirability and viability of a proposed solution to make responsible management decisions that meet the needs of customers, businesses and society, now, and in the future.

Assessment tasks

- Design Challenge Presentation
- Design Challenge Report

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Assessment tasks

- Design Challenge Presentation
- Design Challenge Report

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Assessment task

- Individual Reflection

Alignment with MGSM's mission-driven attributes

Leadership: Synthesise a wide array of information using theories and practices from the behavioural sciences to make well-informed and commercially robust decisions.

Global mindset: Enhance skills to analyse, understand and predict the behaviour of individuals who have ways of doing things that are unlike and unfamiliar to us, across a broad spectrum of stakeholders.

Citizenship: Apply socially and environmentally responsible marketing actions, meeting the needs of customers, businesses and society now and in the future.

Creating sustainable value: Identify appropriate marketing activities to create, deliver and exchange sustainable value across industries and contexts.

Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are required to attend the full duration of all classes for the units in which they are enrolled. We recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member.

Special consideration may be given for a maximum of 20% non-attendance for such circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at https://students.mgsm.edu.au/handbook

Content Disclaimer

These unit materials and the content of this unit are provided for educational purposes only and

no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.