**Stage 1 Business Innovation**

**Assessment Task 2: ‘Prototyping’**

**Purpose**

This assessment enables you to create visual impressions of your proposed product and test them with your customer segment.

**Description of Assessment**

1. Based on your start-up product or service from Task 1, develop a Prototype of your product/service.
2. Develop a series of sketches, drawings of your ideas for proposed prototype. You need to include detailed drawings, annotations and notes outlining the product/service.
3. Explain how your prototype meets the customers’ needs and wants. Fully explain the VALUE that you believe the customer will get from the prototype and product.
4. Make sure you document the progress of the development of your prototype and the iterative process your undertook to get to the final MVP.

**Feedback**

1. Seek feedback and collect data from your identified customer using some evaluation Tools such as Surveys, Test Cards or Learning Cards.
2. Apply this information and feedback to develop your final prototype (MVP), outlining your pivot points and the changes you made because of your feedback. There should be at least 2 changes made to your original prototype.

Evaluate the decision making process/es used and your final decision in meeting the needs of your customer profile.

**Assessment Conditions**

Include all diagrams and annotations of your product/service and photographs. If you have created a mock-up then take photographs of this and annotate.

Show evidence of the testing you have completed with your identified Target market.

You may include supporting documents such as your Survey, a Test Card, and a Learning Card. You may also include any other forms of feedback you have gathered.

All your feedback should come directly from your identified customer segment.

From the information you have gathered, evaluate the success of the testing process and pivot points in generating a solution to the customer’s needs and wants**.**

If you worked in a group, you may comment on the effectiveness of your collaboration and the contribution of each team member. **500 words**

**Assessment Design Criteria**

**FSP1:** Exploration of problems or needs using a customer-focused approach.

**FSP2:** Creative generation of possible solutions to problems or needs using a customer-focused approach.

**CA3** Contextual application of communication and/or collaborative skills

**Stage 1 Business Innovation: Performance Standards for Business Skills Task 2 Prototyping**

|  | Finding and Solving Problems | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Purposeful and sustained exploration of problems or needs using a customer-focused approach.  Creative generation of possible solutions to problems or needs using a customer-focused approach. | Highly effective contextual application of financial awareness and decision-making skills.  Strategic application of business and financial information to develop and communicate business models.  Perceptive contextual application of communication and/or collaboration skills. | Insightful exploration and analysis of opportunities presented by digital and emerging technologies.  Insightful evaluation of the effectiveness of business models. |
| B | Purposeful exploration of problems or needs using a customer-focused approach.  Mostly creative generation of possible solutions to problems or needs using a customer-focused approach. | Effective contextual application of financial awareness and decision-making skills.  Purposeful application of business and financial information to develop and communicate business models.  Well-considered contextual application of communication and/or collaboration skills. | Well-considered exploration and analysis of opportunities presented by digital and emerging technologies.  Well-considered evaluation of the effectiveness of business models. |
| C | Considered exploration of problems or needs using a customer-focused approach.  Some creativity in generation of possible solutions to problems or needs using a customer-focused approach. | Some effectiveness in application of financial awareness and decision-making skills.  Competent application of business and financial information to develop and communicate business models.  Considered contextual application of communication and/or collaboration skills. | Considered exploration and analysis of opportunities presented by digital and emerging technologies.  Competent evaluation of the effectiveness of business models. |
| D | Superficial exploration of problems or needs using a customer-focused approach.  Some generation of possible solutions to problems or needs using a customer-focused approach. | Developing financial awareness and decision-making skills.  Inconsistent application of business and financial information to develop and communicate business models.  Contextual application of communication and/or collaboration skills. | Some exploration and description of opportunities presented by digital and emerging technologies.  Some description of and reflection on the effectiveness of business models. |
| E | Limited exploration of problems or needs using a customer-focused approach.  Attempted generation of possible solutions to problems or needs using a customer-focused approach. | Emerging financial awareness and decision-making skills.  Attempted application of business and financial information to develop and communicate business models.  Limited application of communication and/or collaboration skills. | Attempted exploration and description of opportunities presented by digital and emerging technologies.  Description of the effectiveness of business models. |