

## Group Assignment

The goal of the assignment is to teach to find marketplace problems, develop ideas to address them, and refine these ideas into marketplace solutions. In short, your job is to tell a story of how your creative solution evolved as you applied creative tools during its planning. The solution can be a new product, service, or even an awareness campaign for an NGO (real or fictional).

Altogether, the Creativity & Innovation Group Project makes up 45% of your final grade. I have divided this 45% into two deliverables, which are the following:

The **first deliverable** is the final presentation (15% of the grade) where the groups describe their novel creation and ‘sell’ it to the instructor and the audience. The presentation should concentrate more on the product itself and its innovativeness: what makes it new, useful, and a well-designed product for the marketplace. Presentation details at the end of this document.

**The second deliverable** is the written report (30% of the grade) where describe your novel creation, but more importantly, **elaborate on the creative process of how your creation evolved using the course’s readings** and key insights. The deliverable is a Powerpoint report of at least 25 slides. No maximum length, but concise writing and illustration are necessary. See next page for detailed instructions.

Assignments	Assignment Start Date	Assignment Deadline	% in Overall Grade
Group Presentation	5.4.2024	8.4.2024	15%
<i>Instructor Evaluation</i>			<i>10%</i>
<i>Peer Ranking</i>			<i>5%</i>
Group Report	9.4.2024	14.4.2024	30%

### Key points to consider and elaborate in group report:

- How did you arrive at your initial idea?
- What is the market category’s main assumptions, typical selling propositions, or expected consumer behavior? → Why is the status quo problematic?
- How did your solution evolve through diverging and what were the key breakthroughs?
- Similarly, how did your solution evolve through converging thought?
- What are the main obstacles for your solution’s success and what have you done to mitigate them?
- How does your new solution constitute an innovation?

## **Group Project Grading criteria:**

- Researching, benchmarking, and elaborating of the problem area
  - Showing the problem's orthodoxy by showing how consumers usually act or how brands / products / services are usually positioned or sold in the context
  - Showing an understanding of the underlying cultural issues surrounding the problem (for example social anxieties and affected populations, subcultures or groups or even pop culture works that have addressed the issue)
- Correct application of course concepts, literature, themes, and tools in showing how the group explored, improved, and changed the final outcome
  - Showing that you've done research on the problem is key, going beyond what was done during class exercises
  - Especially when discussing the cultural issues, linking back to the course literature
  - Encouraged to use appendices and showing the different iterations of ideation
  - Illustrating that the research problem has been sufficiently revised since you started to work on your group assignment
- Originality of overarching idea
  - Convincingly showing that the solution is sufficiently different from existing solutions or that no comparable solution even exists
  - It's bad if the instructor can immediately point out an existing solution that already does what you're proposing
- Comprehensiveness, viability, and detailed richness of solution
  - Showing that the idea carries through to different levels of implementation, may for example 'shine through' at different stages of the consumer experience / solution and can be properly materialized and communicated
  - If applicable, commercial viability
  - Pitfalls and dangers of the solution are acknowledged and credibly addressed → bad if instructor can ask obvious "did you consider this?" questions
  - The solution is emotionally, narratively, or visually compelling → mockups, example scenarios, and benchmarks are encouraged
- Quality, clarity, and conciseness of writing and illustration of your creative process
  - Creative idea needs to be communicable clearly and concisely.
  - Repetitiveness in the report grade reduction
  - Redundancies and 'empty gestures' that merely mention course concepts without sufficient application reduce grade
- **For grading, please check Turnitin in advance to check out the rubric.**

## Final presentation guidelines

- Brief reminder of the original pitch
- Description of the creative process that led to the new solution
  - Key moments ('eureka!') and key decisions that guided the eventual solution
- Evolution of the solution and research into the problem
- "Selling" the solution to the audience
  - First laying out the overarching idea
  - Showing the details of the implementation, how the creative idea would work
- Overall presentation considerations
  - Logical order, easy to follow
  - The presentation is engaging and captivating, strong voice control
  - No reading from slides or hands in pockets, eye contact, "use the room"
  - Visual aides (slides, videos, other artifacts) are of high quality and enhance the presentation experience
  - Transitions between topics and presenters are well-rehearsed
  - Time management!
  - Possible extra points for innovative presentation "gimmicks" that work in your favor
- 1/3 of the grade will be based on peer rankings of which did best
  - The team that gets the most points gets full marks of 1/3 of this grade, and everybody else in relation to that score
  - You will each be given 5 tokens to give to your preferred:
    - The most interesting topic
    - The most engaging presentation
    - The best use of creative thinking tools
    - The most inspiring creative process
    - The most inspiring solution
    - \*You can give only one token to your preferred group.
- If your group wants to use slides, you can use up to 7 slides, which need to be printed out in A4 color.
- If your group wants to prepare posters, you can use up to 3 pages, which need to be printed out in A3 color.
- Please submit your poster at the very latest by 12 pm on the day of the presentation!
- Everyone will have 5 min to visit each group. Please rehearse, so you make sure that you can cover everything in an engaging way within 5 minutes.