



Contemporary Challenges: Making a Difference

Name: Chooi Fang Lin
Student ID: 2226196

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- Appendix 1 - Plan for the presentation – who did what section

Section 1 – Notes on the Presentation

- Produce the notes you used for your section of the presentation - 1000 words
- Include the link to the presentation (saved on OneDrive and shared with me)

The topic that our group has chosen is ‘Society Continues to throw away huge amount of single used plastics.’ Problems, design thinking, framework and techniques, skills required, discussion, ethical consideration, and conclusion are the seven section that make up our presentation. I have been assign to make involvement in design thinking and ethical consideration.

Given that the issue we have selected is a wicked problem, applying design thinking may result in a more effective solution. The five component of design thinking includes empathize, define, ideate, prototype and test. I have been concentrating more on empathize and define while also helping my group mate with the other 3 parts. Wicked problem can be difficult to define, hard to solve, and may have hidden causes, so design thinking is required. There is unlikely to be a single or any common sense answer or solution for it.

Empathize is the first step in the Design Thinking process, stressing how important it is to comprehend and empathize with the people you are designing for. To fully understand the users’ viewpoint, you must immerse yourself in their requirements, issues, and experiences. It involves putting oneself in their shoes, taking on their perspective, and genuinely understanding their feeling, actions, and intentions.

I've addressed a few commonly used single-use plastics in the presentation, including plastic straws, mineral water bottles, and food packaging containers. This is typically used in Malaysia when ordering takeaway from a restaurant. We are given disposable straws, cutlery, and other items by the restaurant owner. If they provide us stainless steel straws and containers, it puts a lot of pressure on them to turn a profit. When receiving single-use packaging, we will discard it when we have finished using it.

However, some Malaysian individuals do not locate an appropriate spot to discard. Pollution of the environment and the ocean results from this. As they scatter the garbage that pollutes the environment on the ground. Seeing trash strewn over the floor and adding to the cleaner's work may give Malaysia a terrible impression to visitors from abroad (Dermawan & Asyraf, 2022). In Malaysia, there are many different types of drains, but they are often black or brown in color and filled with trash made of bottles. This causes the drain to smell and will eventually have an impact on the marine. The longevity of marine animals will be impacted by marine pollution. They struggle to tell whether the floating objects are edible or not.

We as global leader we need to try understanding the usage patterns and preference of consumer using single-used plastic. Where interview, surveys and focus group can be conducted. The commonly used method is interview which helps to understand their experiences and gain insights, designers engage users direct, non-leading interactions. In this context we have found that Malaysia citizens used this type of one-time used plastic is because of convenience.

After empathizing, we will then need to define the problem, which come to the second stage of design thinking. It is the crucial one where you combine all the knowledge and ideas obtained throughout the first stage. It involves reducing the enormous amount of data and observation to concise, doable problem statements. You provide the groundwork for ideation and prototype generation by clearly describing the challenge. Issues at the define stage is structure so that it focuses on the wants and need of the consumers. In order to ensure that the problem statement serves as a roadmap for next design stages, it must be human-centered and actionable.

According to the interview done during the empathize stage, we have discovered that the topic's main factor is that consumers value the ease that has been offered. As a world leader, we must assume responsibility for finding a solution to the issue at hand rather than merely ignoring it. We can focus on the key element and develop ideas, such as how to decrease the use of single-use plastic while maintaining consumer convenience.

My groupmate Jansika is continuing for the next 3 stages which is ideate, prototype and testing.

Moving on to ethical consideration. All solution that we have created we must make it ethically. If we conduct things unethically it is actually immoral. Ethical solution are crucial because they respect human values, foster trust, ensure legal compliance, promote sustainability, uphold social obligations, spur innovation, improve global reputation etc. In today's connected and socially conscious society, ethical consideration are not simply the correct thing to do; they are also a tactical advantage.

Between the few ethical consideration we have choose the 3 importance wants which is environmental responsibility, transparency and honesty, and consumer welfare. Although these guidelines are fundamental, it is important to keep in mind that making ethical decisions frequently necessitates striking a fine balance between many factors. Depending on the particulars of a certain problem, different set of ethical standard will be applied. A holistic approach that takes into account several ethical dimensions is frequently required =.

Starting with environmental responsibility, when addressing the problem like the topic we choose, this conceivably the most important ethical percept (Vleg & Stek, 2007). The need of minimizing environmental damage, cutting waste, and implementing sustainable practices is emphasized by environmental responsibility. By giving this concept top priority, we can make sure that our solutions are in line with larger environmental objectives like reducing climate change and preserving ecosystem.

Next will be transparency and honesty (Murphy et al. 2017). Particularly in sectors where greenwashing or deceptive marketing techniques are prevalent, transparent and honest in communicating between each other are fundamental ethical standards. Business must disclose accurate information about their products, includes the effects they have on the environment, in order to offer ethical solutions. Consumer and stakeholder will also know better about the business and trust is increase via transparency.

Lastly will be the ethical consideration about consumer welfare (Verbeke & Viaene, 1999). This is the another crucial ethical factor which is ensuring the welfare of the consumer. In addition to

taking customer convenience into account, solutions should satisfy their need for secure, high-quality items. The solution that we have created must meet consumer preference. The health or quality of life of consumer should not be jeopardized by the ethical solution. With having a good idea or solution, it builds up the trust and sustaining client pleasure depend on this idea.

1050 words

Link for video presentation

https://iumwgroup-my.sharepoint.com/:f:/g/personal/21050003_student_iumw_edu_my/Ev9NwXGRXSFFnLpB3kwrtAUBfzUcWhNqf9zzUt10ncmh6Q?e=0yqlL1

Section 2 – Reflection

In this section you need to reflect on the process you went through using Gibbs Reflective Cycle – (500 words). Consider including:

- **Description** of the experience
- **Feelings** and thoughts about the experience
- **Evaluation** of the experience, both good and bad
- **Analysis** to make sense of the situation
- **Conclusion** about what you learned and what you could have done differently
- **Action plan** for how you would deal with similar situations in the future, or general changes you might find appropriate.

(Gibbs' Reflective Cycle, 2020)

As a group, we consist of four members, and we have decided to divide the workload evenly among us. This approach, we believed, would ensure a sense of justice and promote comfortable teamwork. There is a pitch session about design thinking going on before the final submission, and we have did a last minute work due to us not having a deadline for ourselves. After that, we discovered the value of deadlines, although we have set deadlines for each of us to complete the work separately, there are some delay in our work process that forced us to push back the recording of our presentation.

We assumed before the pitch that it would only be a brief meeting because it was the semester break and some of us were working part-time. However, we quickly realized the magnitude of the task at hand, and our initial optimism turned into anxiety and guilt. We found ourselves with just a script, lacking slides or video, which added to our concerns. Some of us chose to take the initiative and start working on our tasks while waiting for others to solve the problem. Even though we couldn't help but be frustrated by our slow start, this proactive strategy helped us restore momentum, and by the end of the day, we felt better about our progress.

I believed that everyone in our group gets along well; we communicate and support one another when we run into issues. We share the same objective, which is to ultimately generate wonderful work. The atmosphere in our group is incredibly uplifting. However, there are still some issues, such as the fact that some of us are unable to do split tasks in a timely manner.

I believe that the initial assignment of tasks to each of us went well because we all fully understood our responsibilities. I've learned that focusing on subjects we are not particularly knowledgeable about will expand our knowledge, but we might need to spend some time to comprehend the theoretical component. I had believed that having a deadline would really improve each person's motivation to work, but because it is right before our semester break, some of us may already have other obligations. In comparison to earlier, we are less motivated.

I now understand that it's important to prepare carefully when allocating tasks to group members so that everyone is happy with their share. They may decide to explore new territory or stick to what makes them most productive. I've discovered that meeting deadlines is crucial because it

will have an impact on the remainder of the presentation. We might encourage one another and apply some pressure within our group.

In conclusion, we understand that learning from our mistakes is a crucial aspect of personal growth and development. Armed with the lessons learned from this experience, we are confident in our ability to adopt a different and more effective approach in future group projects. We view newfound knowledge as a stepping stone towards becoming more efficient and collaborative team member in our future endeavors.

509 words

References

The submission should contain at least 10 references and details of these references should be included here

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10. Cross, N. (2011). *Design Thinking: Understanding How Designers Think and Work*. Berg Publishers.

Appendix

The plan for the presentation – who did what? What was the plan.

This does not have to be in any detail but just so we can clearly see who was supposed to cover each section. If someone does not turn up then others will not be affected as long as the plan evidences this.



01 Problems Lakshana	04 Skills Needed Lakshana
02 Design Thinking Chooi and Jansika	05 Discussion Pravina
03 Problems Faced During Design Thinking Lakshana	06 Ethical Consideration Chooi
	07 Conclusion Jansika

Appendix 1: Table of Content

Problem – Lakshana

Design Thinking – Chooi and Jansika

- Design Thinking is created mostly by me (chooi) and Jansika. We have separated the 5 stages among both of us.

Problem Faced (framework and techniques) – Lakshana

Skills Needed – Lakshana

Discussion – Pravina

Ethical Consideration – Chooi

Conclusion – Jansika