

Dear All

Below, please find further information regarding your **Design Thinking and Innovation module** course work:

Written Portfolio – 4000 words consisting of:

- **Introduction** (Your introduction should include the summary of the key points of your report in a form of business proposal. It should restate the purpose of the report, highlight the major points and describe any results, conclusions, or recommendations from the report - 250 words)
- **Background information about your chosen restaurant and your campus-** 500 words
 - What types of students do we have?
 - What kind of programmes, timing, etc.?
 - Will students be interested in the restaurant?
- **Causal mapping analysis**-500 words)
 - Provide an image of the map
 - Summarise your findings
- **Desirability, viability and feasibility analysis** - (2000 words)
 - Define desirability, viability, and feasibility.
 - Critically analyse the limitations of using this approach
 - Present the desirability, viability, and feasibility analysis for the idea
- **Brainstorming poster** (500 words)
 - Place your poster in this section
 - Summary of poster
- **Conclusion and recommendation** (250 words)
- **Reference list**
 - Your reference list should be presented in Harvard referencing style.

Below, please see the task scenario:

As the designated professional, your task of developing a comprehensive portfolio is crucial. This portfolio will serve as a guide for the business proposal and significantly influence the decision-making process.

Identify any major restaurant chain operator and present a project idea innovation portfolio for a restaurant on your campus.

1. Provide background information about your chosen restaurant and your campus- **500 words**
2. Provide a causal mapping analysis you developed with a peer in your class- **500 words**
3. Based on the map, engage in a thorough and critical discussion on the proposed restaurant's desirability, viability, and feasibility. This will ensure a comprehensive understanding of the business idea- **2000 words**
4. Undertake a brainstorming exercise with peers (form a group of 4 or 5 students) in your class to determine innovative ways to market the proposed restaurant on your campus. Summarise your findings in a poster for more evidence for your report – **500 words**
5. Allow 500 words for introduction, recommendation and conclusion.