

Module: Changemakers: Creativity and Value Creation Project Proposal

Programme: HN/BSc Computing portfolio

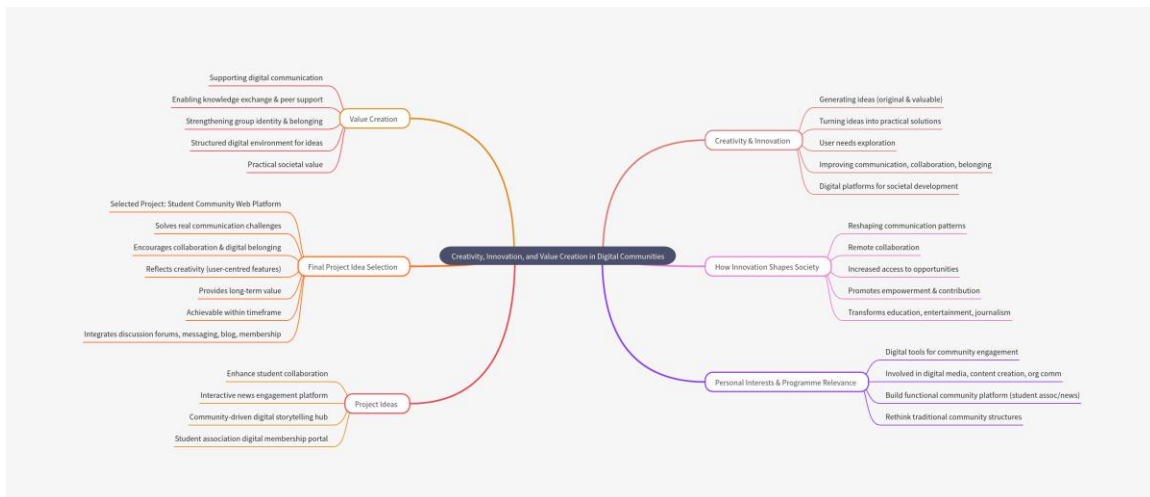
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Module Code: ACCA5033

Course: Creativity and Value Creation

Task 1: Ideation & Mind Map



Below is my written section that supports the Mind Map.

The central concept of the project explores how creativity and innovation contribute to value creation in digital communities. Creativity involves generating original and meaningful ideas, while innovation focuses on transforming those ideas into practical solutions that benefit individuals and society. Digital platforms continue to shape communication, collaboration, and engagement, making them essential tools for modern

community interaction.

The mind map highlights several key thematic areas:

1. Creativity & Innovation:

Creativity leads to the generation of new ideas.
Innovation enables practical implementation.
Design thinking supports empathy, ideation, and iteration.
(Tidd & Bessant, 2021; Brown, 2009)

2. How Innovation Shapes Society:

Digital platforms enhance social connectivity.
Online communities support collaboration and identity.
Innovation shapes education, activism, and digital citizenship.
(Anderson et al., 2017)

3. Personal Interests & Course Relevance:

Interest in digital communication.
Connection to the Creativity & Value Creation module.
Supports academic and professional development.

4. Project Ideas Considered:

Student collaboration platform.
News engagement system.
Storytelling hub.
Digital association platform.

5. Final Project Idea:

“Design and Development of a Student Community Web Platform for Engagement, Communication, and Digital Interaction.”

6. Value Creation:

Improves communication.
Enhances belonging and engagement.
Creates a digital space for collaboration and creativity.

References (Harvard):

Anderson, C., Rainie, L. & Vogels, E. (2017). The Future of Digital Life.
Brown, T. (2009). Change by Design.
Tidd, J. & Bessant, J. (2021). Managing Innovation.
Von Hippel, E. (2016). Free Innovation.

Task 2: Aim, Objectives & Research Area

Introduction

This task outlines the aim, objectives, research philosophy, and search strategies for the selected project. The project explores how creativity and digital innovation can support community interaction and value creation through the development of an online student platform. The project aligns with the Creativity and Value Creation course, as it applies design thinking, problem-solving, and research methods to address a practical communication challenge within student communities.

Aim:

To design and develop a user-centred student community web platform that enhances communication, engagement, and digital interaction through creative and innovative digital solutions.

Objectives:

1. Identify communication challenges and user needs.
2. Explore existing community platforms and engagement tools.
3. Design a conceptual framework for the new platform.
4. Develop a prototype using practical web technologies.
5. Evaluate user experience and platform effectiveness.

Research Philosophy:

This project adopts a pragmatist research philosophy, allowing the use of methods that best address the problem. Pragmatism supports mixed methods, real-world application, and creative problem-solving (Creswell & Creswell, 2018; Saunders et al., 2019).

Search Tools & Databases:

Google Scholar
IEEE Xplore
ScienceDirect
ACM Digital Library
University Library Catalogue

Search Keywords:

“Digital community platform”, “student engagement technologies”, “design thinking AND web development”, “user-centred digital design NOT e-commerce”, “online communication tools”.

References:

Creswell, J. & Creswell, J. (2018) Research Design. Sage.

Saunders, M., Lewis, P. & Thornhill, A. (2019) Research Methods for Business Students. Pearson.

Task 3: Research Strategies

Validity, Reliability, Generalisability & Ethics:

To ensure validity, the project will use accurate data collection methods such as surveys and user feedback. Reliability will be supported through consistent procedures and repeated testing. Ethical considerations include informed consent, anonymity, voluntary participation, and secure handling of data.

Data Collection Methods:

The project will use mixed methods:

Quantitative: Online surveys to collect numerical insights on platform needs.

Qualitative: Short interviews or open feedback questions for deeper user understanding.

Pilot Method (Appendix):

A pilot questionnaire will be designed to test clarity and effectiveness before full deployment.

Types of Analysis:

Quantitative Analysis:

Statistical summaries (mean scores, frequency counts).

Charts showing user preferences and behaviours.

Qualitative Analysis:

Thematic analysis to identify recurring ideas.

Coding user comments.

This ensures a strong evidence base for design decisions and supports creative value generation in the final platform.

Appendix: Pilot Data Collection Method

Sample Pilot Questionnaire:

1. How often do you use digital platforms for student communication?

Daily / Weekly / Monthly / Rarely

2. What features do you value most in a student community platform?

Messaging / News updates / Groups / File sharing / Events

3. What challenges do you currently face in online student communication?
4. What improvements would make a community platform more useful to you?
5. Are you willing to participate in future testing?
Yes / No

Feedback from the pilot will be used to refine project focus.