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Assessment 1

Project Proposal Report



MODULE NAME: CHANGEMAKERS, CREATIVITY AND VALUE CREATION

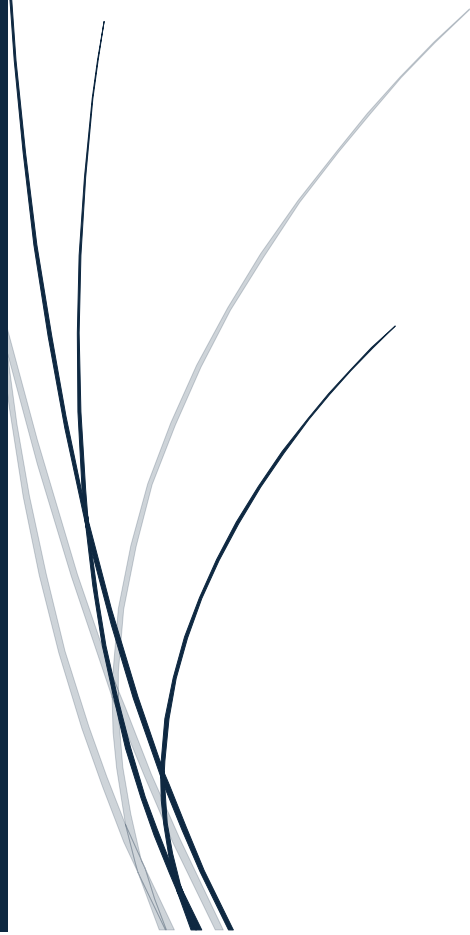
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Assignment 01: Project Proposal

Introduction

Changemakers are individuals who desires change in the world and, by gathering knowledge and resources, to make that change happen. They also activates a global network of social entrepreneurs, innovators, business leaders, policy makers and activists to build, taking creative action to solve social problem by creating roadmaps for making transformative difference in the society.

Main Body

Task 1

Ideation and mind map.



Ideation & mind map

Ideation is the process of generating, developing, and communicating new ideas, while mind map is a visual tool used to organize those ideas by starting with a central concept and branching out to related topics. And its also a diagram used to visually organize thoughts and information. The 3ps of ideation is passion, problem solving and personal needs.

Passion: follow your passion, what you love or care about.

Problem solving: Solve a problem.

Personal needs: Help to satisfy a need for yourself and others[1].

Option 1: Concise & Direct (Ideal for an Executive Summary)

Project: Quick Basket - A Unified Delivery Platform Prototype.

1. The Idea & Justification.

Our project, "Quick Basket," addresses the modern consumer's frustration of juggling multiple food and grocery delivery apps. Inspired by societal shifts towards convenience and digital solutions, we will develop a single, integrated mobile application. This platform allows users to order from both restaurants and grocery stores in one transaction, saving time and simplifying logistics. The project was selected for its clear market need, societal impact, and alignment with our BSc Applied Computing curriculum, applying skills in mobile development, database management, and UX design.[2. 2. 3]

2. The Plan: Aim, Objectives & Research

Our aim is to design, build, and test a functional prototype of the Quick Basket app.

Key Objectives:

A, Analyse the market and user needs through competitive research.

B, Design an intuitive, high-fidelity user interface.

C, Develop a core prototype with user login, product catalogues, a combined cart, and order placement.[2]

D, Build a scalable database to support diverse product data.

E, Evaluate and refine the prototype through user testing.

Our research philosophy is pragmatist, focusing on practical solutions. We will use a mixed-methods approach, combining quantitative data (usability metrics, surveys) with qualitative insights (user interviews, feedback) to guide development.

3. Execution & Validation.

We will ensure the research is ethical, valid, and reliable through structured protocols and adherence to data protection standards (GDPR). A pilot study with a small group of users will help us refine the prototype before a larger evaluation. Data will be analysed using statistical methods for quantitative results and thematic analysis for qualitative feedback, ensuring our final design is both technically sound and user-friendly.

Option 2: Formal & Academic (Ideal for a Report Introduction)

Proposal for the Development of the Quick Basket Unified Delivery Platform

1. Ideation and Project Selection

The conceptual foundation for this project is the "QuickBasket" application, a unified platform for fast-food and grocery delivery. The ideation process, formalized through a mind map, situated this concept at the intersection of societal demand, technical feasibility, and personal academic interest. The selection of this idea over alternatives was driven by its direct response to a documented market gap—the inefficiency of using disparate delivery services—and its potential for significant societal impact by streamlining essential logistics. Furthermore, it presents a complex, applied computing challenge perfectly aligned with the competencies developed in the BSc Applied Computing programme, including full-stack mobile development, database architecture, and API integration.

2. Research Aim, Philosophy, and Strategy

The primary aim of this research is to design and develop a prototype for the Quick Basket application to explore its technical feasibility and user acceptance. This will be achieved through a set of specific, measurable objectives encompassing user research, UI/UX design, full-stack development, database implementation, and usability evaluation.

The investigation will be guided by a pragmatist research philosophy, which prioritizes practical problem-solving and legitimizes the use of diverse research methods (Saunders et al., 2019). This philosophy is apt for an applied project that requires blending technical development with user-centric design. A structured literature review will be conducted using academic databases (e.g., ACM Digital Library, IEEE Xplore) with targeted search strings to gather relevant knowledge on e-commerce platforms and user experience.

3. Methodological Rigor and Data Analysis**

The research methodology will uphold principles of validity, reliability, and ethical practice. A pilot study will be conducted to refine research instruments, and consistent testing protocols will ensure reliability. Ethical adherence will include informed consent and GDPR-compliant data management.

Primary data will be collected via a mixed-methods approach, integrating:

Quantitative data from surveys and usability metrics (e.g., task completion time), analysed using descriptive statistics.

Qualitative data** from semi-structured interviews and think-aloud usability tests, analysed through thematic analysis (Braun & Clarke, 2006) to identify key user experience themes.

This comprehensive strategy ensures the resulting prototype is grounded in both robust technical execution and empirical user feedback.

Option 3: Bulleted Summary (Ideal for a Presentation or Brief)

Quick Basket Project Proposal.

Project: Build a prototype for an app that combines fast-food and grocery delivery into one platform.

Why? Solves a real user pain point (too many apps), aligns with market trends, and is a strong technical challenge for my computing degree.

Goal: Create a working prototype with core features like login, search, a combined cart, and order placement.

Research Approach:

Philosophy: Pragmatism – using whatever methods work to solve the problem.

Methods: Mix of user surveys (for numbers) and interviews/usability tests (for detailed feedback).

Analysis: Stats for survey data, thematic analysis for interview insights.

Next Steps:

1. Create mind map.
2. Conduct user and market research.
3. Design UI/UX.
4. Develop and test the prototype.
5. Iterate based on user feedback.

Choose the option that best fits the tone and format you need. All three versions convey the same core information from your original text but are tailored for different contexts.

- I. Paragraph 1: Document a summary of some of the areas/concepts from Topic 1 of Unit 1 on Moodle.
- II. Explore how innovation shapes the world. The role that creativity and innovation plays in the development of society and self.
 - i. Choose an innovative technology as an example that is creating innovation in your chosen industry and explain how your chosen technology has been used in different areas of your chosen industry.

Ideation

- i. Conduct research to choose your project idea that relates to your programme of study and also relates to a particular technology. Then select a project idea that you would like to take forward.

Project title:

Aim and Objectives of your project: one single aim and several objectives

Brief Description of the Project Idea:

1. Perform necessary investigation to find out the history of the technology.
2. Find out how the technology embraced by various industries in different countries.
3. Specify how the above technology impact on your chosen industry.
4. Specify how your project is going to contribute to the modern world.
5. Identify and evaluate the positive and negative impact of the technology on the industry.
6. The challenges faced by the industry in terms of implementing the technology.
7. How the stakeholders can be benefited by the technology.

Research

Search to discover and document 3-5 key courses and sources that will help you to achieve your project's Aim and objectives.

Task 2

Project Scope

Option 1: Concise & Direct

The Project Plan & Research Approach.

Aim & Objectives.

Our goal is to create a working prototype for the "Quick Basket" app, testing both its appeal to users and the technical challenge of merging two delivery services.

Objective 1: Research user needs and analyze competitors to define essential features.

Objective 2: Design a polished, easy-to-use interface for the combined ordering process.

Objective 3: Build a core app with login, a searchable product catalogue, a combined cart, and checkout.

Objective 4: Create a flexible database to store different types of restaurant and grocery items.

Objective 5: Test the prototype with users and use their feedback to make improvements.

Research Philosophy: A Practical Approach

We are adopting a pragmatist philosophy. This means we will use whatever research methods most effectively solve the problem, whether that's collecting numerical data on user behaviour or gathering detailed opinions on their experience[1. 1. 4].

Finding Existing Research.

To inform our work, we will conduct targeted searches using:

Tools: University library portal, Google Scholar, ACM Digital Library (for technical specs), and Business Source Complete (for market trends).

Strategy: Using specific search phrases like ` ("food delivery" AND "mobile app" AND UX)` to find the most relevant and recent studies.

Page: Task 3 - Testing & Validation Strategy

Ensuring Quality and Ethics

We are committed to a rigorous and ethical process:

Accuracy: We'll use established questions from the Technology Acceptance Model (TAM) to ensure we're measuring the right things.

Consistency: Every user test will follow the same script, and our code will be managed with Git for reproducibility.

Ethics: All participants will provide informed consent, their data will be anonymized and stored securely under GDPR, and they can withdraw at any time.

Data Collection: How We'll Gather Feedback

We will use a mix of methods:

Surveys: To quantify user preferences and demographics.

Interviews: To get deep, qualitative insights into user frustrations and desires.

Usability Tests: The main event—watching users try to complete a task (e.g., "order a pizza and milk") while they think aloud.

Pilot Study

Before a full rollout, a small pilot test with 5-10 users will help us catch bugs and confusing design elements early, saving time and effort later.

Analysing the Data

Numbers (Quantitative): We'll use tools like Excel to calculate averages and success rates from surveys and task times.

Stories (Qualitative): We'll transcribe interviews and look for recurring themes (e.g., "confusion at checkout" or "love for the combined cart") to understand the 'why' behind the numbers.

Option 2: Formal & Academic.

Page: Task 2 - Research Aim, Philosophy, and Information Strategy.

Aim and Project Objectives

The principal aim of this project is to design and develop a functional prototype for the "Quick Basket" mobile application to investigate its technical viability and user acceptance. This aim will be realized through the following specific objectives:

1. To execute user research and competitive analysis to delineate user requirements and market opportunities.
2. To architect and design a high-fidelity interactive prototype embodying optimal UI/UX principles for a unified service journey.
3. To engineer a full-stack prototype implementing core functionalities, including authentication, a dynamic product catalogue, and an order management system.
4. To design and deploy a scalable database schema to accommodate heterogeneous data structures from restaurants and retailers.
5. To empirically evaluate the prototype's usability and iterate upon the design based on user-derived feedback.

Research Philosophy: Pragmatism

A pragmatist research philosophy underpins this inquiry. Pragmatism, concerned with practical problem-solving and the consequences of research (Saunders et al., 2019), provides a robust framework for this applied computing project. It facilitates methodological pluralism, permitting the integration of quantitative techniques (e.g., usability metrics) with qualitative methods (e.g., user interviews) to comprehensively address both the technical and human-computer interaction dimensions of the research.

Literature Search Strategy.

A systematic search of scholarly literature will be conducted to establish a foundational understanding.

Search Tools: Primary access will be through the university's digital library, Google Scholar, and specialized databases including the ACM Digital Library (for software engineering contexts), IEEE Xplore (for systems architecture), and Business Source Complete (for industry analysis).

Search Syntax: Boolean operators will structure queries such as: `("unified platform" AND "e-commerce")` and `("user adoption" AND "technology acceptance model" AND "delivery apps")`. Results will be filtered for publications within the last five years to ensure topical relevance.

Methodological Rigor and Ethical Compliance.

The research design prioritizes validity, reliability, and ethical integrity.

Validity: Construct validity will be bolstered by adapting instruments from the validated Technology Acceptance Model (TAM). A pilot study will enhance internal validity by refining data collection procedures.

Reliability: Standardized testing protocols and version-controlled source code (via Git) will ensure the consistency and repeatability of the research process.

Ethical Considerations: The project will adhere to the British Psychological Society's (2014) code of ethics. This mandates informed consent, guarantees participant anonymity, ensures confidential data handling in compliance with GDPR, and upholds the right to withdraw without consequence.

Research Strategies and Pilot Implementation

A mixed-methods research strategy will be employed for primary data collection.

Methods: This encompasses quantitative surveys for demographic and perceptual data, semi-structured interviews for rich qualitative insights, and usability testing with a "think-aloud" protocol as the primary source of behavioural data.

Pilot Study: An initial pilot study (n=5-10) will task participants with a core user scenario. The resulting data on task success, interaction errors, and subjective feedback will be instrumental in refining the prototype and evaluation instruments prior to formal testing[5. 5. 6].

Data Analysis Plan.

Quantitative Analysis: Data from surveys and usability tasks (e.g., success rates, time-on-task) will be subjected to descriptive statistical analysis (means, standard deviation) using software such as SPSS or Excel to profile user performance and perceptions.

Qualitative Analysis: Data from interviews and think-aloud transcripts will be analysed using Thematic Analysis (Braun & Clarke, 2006). This rigorous process involves transcription, coding, and theme development to extract prevalent patterns in the user experience, such as navigational challenges or feature appreciation.

Option 3: Bulleted Summary.

Task 3

Development method.

Methodological Rigor & Ethics

- **Validity:** Instruments adapted from the Technology Acceptance Model (TAM); pilot study to refine procedures[5].
- **Reliability:** Standardized testing protocols; version-controlled source code (Git) to ensure repeatability.
- **Ethics:** Following British Psychological Society (2014) guidelines – informed consent, anonymity, GDPR compliance, and the right to withdraw at any time.

Research Strategy & Pilot

- **Approach:** Mixed-methods design combining quantitative and qualitative techniques.
- **Methods:**
 - Surveys → demographic and perception data
 - Semi-structured interviews → deeper qualitative insights
 - Usability tests with “think-aloud” → behavioural data
- **Pilot Study:** Small-scale test (5–10 participants) on a core user scenario. Collects success rates, errors, and feedback to refine prototype and tools before full study.

Data Analysis

- **Quantitative:** Descriptive statistics (means, SD) in SPSS/Excel to profile performance and perceptions[7].

- **Qualitative:** Thematic Analysis (Braun & Clarke, 2006) – transcription, coding, and theme development to uncover patterns (e.g., navigation issues, feature appreciation)[7].

Conclusion.

Creativity is essential for solving the complex problems that besets society as the world around us increases in complexity. Creativity is the essence of invention and inspiration which fuels the economy today, creativity is innovation not replication, that will give us competitive edge, making individuals indispensable and organisation sustainable.

References.

References

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