



**COLLEGE OF BUSINESS AND ECONOMICS  
JOHANNESBURG BUSINESS SCHOOL  
DEPARTMENT OF BUSINESS MANAGEMENT  
FINAL SUMMATIVE ASSESSMENT**

**SUBJECT:** Entrepreneurship & New Venture Creation 3C  
**CODE:** ENV3C01  
**DATE:** 29 October 2020  
**TIME ALLOWED:** Submission of a portfolio  
**TOTAL MARKS:** 100

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**ASSESSORS:** Ms S Bronkhorst  
**MODERATOR:** Dr S Boodhoo (WITS)  
**NUMBER OF PAGES:** 3

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**INSTRUCTIONS TO CANDIDATES:**

- Submission of a portfolio including the following:
    - A **business plan** for any viable business opportunity.
    - Business plans to be submitted electronically.
  - The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
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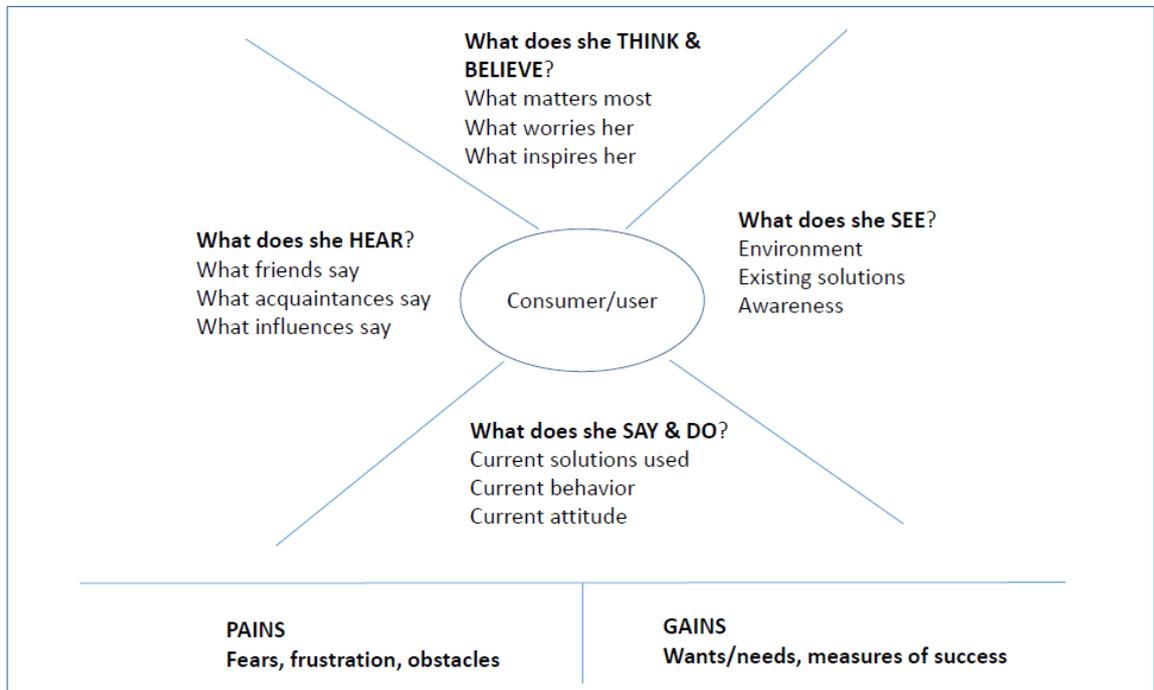
## EXAM PORTFOLIO

### ASSIGNMENT:

#### SECTION A

- 1) Select one of the prototypes from Blackboard and justify your choice on one page (remember to refer to tools like SWOT or PESTLE, and/or general trends in markets to inform your justification)
- 2) Develop more specific critical questions relating to the empathy map sections below to guide the designers to select a suitable target market for their product idea **as specific as possible** with at least 5 **practical questions that is understandable for someone that does not have a business background in each category.**

Look at the following empathy map and then do the assignment:



Source: [www.eventmodelgeneration.com](http://www.eventmodelgeneration.com)

Use the existing empathy map and the table below to guide this questions:

CATEGORY	SPECIFIC questions to guide the designer on this particular PRODUCT (at least 5 questions per category)
What the customer thinks feels and believes	<i>Example for a slimming garment prototype</i> <i>Will the customer believe this would make him/her more attractive?</i> <i>Will he/she look more acceptable to her peers?</i>
What the customer hears	<i>Will his/her friends tell her she looks pretty?</i>
What the customer sees	<i>Will he/she be less aware of her flaws?</i>
What the customer says and does	<i>Will he/she wear this to her next social function?</i>

*The example in red is only to illustrate how to use this table and not applicable to a particular prototype on Blackboard*

3) Describe 5 pains and 5 gains than an entrepreneur needs to consider when bringing this particular product to market.

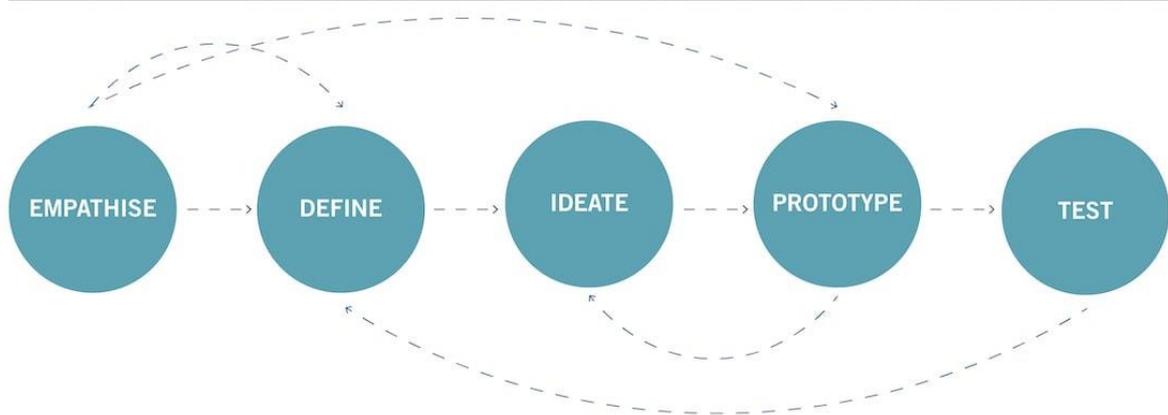
4) Conclusion

Make an overall recommendation on the design to improve or make it more feasible to a target market . Indicate which target market do you suggest.

## SECTION B

Use the conclusions from Section A to describe the design thinking process, under the headings of the five steps below (Source:www.careerfoundry.com)

### 5 PHASES OF THE DESIGN THINKING PROCESS



- Step 1: Describe how you empathized with the end user, using the conclusion from Section A. The first stage of the process is spent getting to know the user and understanding their wants, needs and objectives.
- Step 2: Define the problem. What difficulties and barriers are your users coming up against? What patterns do you observe? What is the big user problem that you need to solve? By the end of the define phase, you will have a clear problem statement.
- Step 3: With a solid understanding of your users and a clear problem statement in mind, it's time to start working on potential solutions. The third phase in the Design Thinking process is where the creativity happens. Brainstorm or mindmap as many potential ideas as possible. At the end, narrow your choices of new product/product changes down to three.
- Step 4: Describe what a working prototype of this new product or service would contain.
- Step 5: Describe how you would go about testing the prototype in terms of its usability and also for market testing (e.g. a soft launch of the product/service).

## SECTION C

Complete the business model canvas with the product or service you have come up with.

The Business Model Canvas		Designed for:	Designed by:	Date:	Version:
<b>Key Partners</b>  <p>Who are our Key Partners? Who are our Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? How do we share value? How do we protect value? How do we create value? How do we capture value?</p>	<b>Key Activities</b>  <p>What Key Activities do our Value Propositions require? Are Distribution Channels? Customer Relationships? Business Model? Channels? Customer Relationships? Business Model?</p>	<b>Value Propositions</b>  <p>What value do we deliver to the customer? Which one of our customer's problems do we solve? Which features of products and services are we offering to each Customer Segment? Which customer needs are we addressing? Channels? Customer Relationships? Business Model? Channels? Customer Relationships? Business Model?</p>		<b>Customer Relationships</b>  <p>What type of relationship does each of our customer segments expect us to establish? Which ones have we established? How are they consistent with the rest of our Business Model? How costly are they? Channels? Customer Relationships? Business Model? Channels? Customer Relationships? Business Model?</p>	<b>Customer Segments</b>  <p>For whom are we creating value? Who are our most important customers? Channels? Customer Relationships? Business Model? Channels? Customer Relationships? Business Model?</p>
	<b>Key Resources</b>  <p>What Key Resources do our Value Propositions require? Are Distribution Channels? Customer Relationships? Business Model? Channels? Customer Relationships? Business Model?</p>	<b>Channels</b>  <p>Through which Channels do our Customer Segments receive our Value Propositions? How are we reaching them now? Which ones are best? Which ones are most cost-efficient? How are we integrating them with our other Business Model? Channels? Customer Relationships? Business Model? Channels? Customer Relationships? Business Model?</p>		<b>Cost Structure</b>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Channels? Customer Relationships? Business Model? Channels? Customer Relationships? Business Model?</p>	

Your exam submission therefore needs to contain three sections:

- Section A.
  - Justify choice of product (1 page)
  - Complete empathy map with questions (1 page)
  - Describe pains and gains (+2pages)
  - Conclusion (1 page)
- Section B
  - 5 steps in design thinking process using the results from Section A (+10 pages)
- Section C
  - Complete the business model canvas with the results from Section B (1 page)

Please refer to annexures on university guidelines for research ethics on plagiarism and authorship.

**You may not use information or text from any assignment previously submitted to any module (including this module), as well as any copied information from the internet/books/assignments or other sources. Any instances of plagiarism will be referred to Student Judicial Services.**



**Department of Business Management**

**EXAMINATION**  
**ENTREPRENEURSHIP & NEW VENTURE**  
**CREATION 3C (ENV3C01)**

Student name  Student number

Mark out of 100		Final Mark:	
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**Examination Assessment Form – EXAM PORTFOLIO**

<b>1. Cover Sheet &amp; Content Page</b> Student name / Student number / Content Page / Creativity in Design					
Excellent (5 points)	Good (4 points)	Average (3 points)	Below average (2 points)	Not good/Not Done (0 points)	Grading
Comments:					<b>5</b>
<b>Total mark for achievement</b>					
<b>2. Justification of choice of prototype (SECTION A)</b> Reasoned argument on choice of prototype provided / Tool such as SWOT/PESTLE & trend analysis used to justify choice					
Excellent (10 points)	Good (7 points)	Average (5 points)	Below average (3 points)	Not good/Not Done (0 points)	Grading
Comments:					<b>10</b>
<b>Total mark for achievement</b>					
<b>3. Empathy Map Questions (SECTION A)</b> A minimum of 5 practical and relevant questions developed per category. Focus is on practicality and relevance					
Excellent (10 points)	Good (7 points)	Average (5 points)	Below average (3 points)	Not good/Not Done (0 points)	Grading
Comments:					<b>10</b>
<b>Total mark for achievement</b>					
<b>4. Description of 5 pains and 5 gains (Section A)</b> A minimum of 5 pains and 5 gains described (focus is on relevance and insight)					
Excellent (10 points)	Good (7 points)	Average (5 points)	Below average (3 points)	Not good/Not Done (0 points)	Grading
Comments:					<b>10</b>
<b>Total mark for achievement</b>					
<b>5. Conclusion (SECTION A)</b> Overall recommendation of design to be improved. Indication of target market.					
Excellent (10 points)	Good (7 points)	Average (5 points)	Below average (3 points)	Not good/Not Done (0 points)	Grading
Comments:					<b>10</b>
<b>Total mark for achievement</b>					
<b>6. Design thinking process (SECTION B)</b> Five step design thinking process applied. Empathy with end user clearly outlined. Problem clearly defined. A minimum of 3 potential solutions provided. Description of working prototype based on user requirements. Description of prototype testing process.					
Excellent (25 points)	Good (20 points)	Average (12 points)	Below average	Not good/Not Done	Grading

			(8 points)	(0 points)	
<b>Comments:</b>					<b>25</b>
<b>Total mark for achievement</b>					
<b>7. Business Model Canvas (SECTION C)</b>					
Business Model canvas completed with information from Section A & B. Relevant key partners, activities, resources identified. Value proposition clearly articulated. Customer relationships defined. Customer Segments and channels logically deduced from Section A. Cost structure links to prototype in Section B. Revenue streams deduced from Section A and B. 9 Sections					
Excellent (25 points)	Good (20 points)	Average (12 points)	Below average (8 points)	Not good/Not Done (0 points)	Grading
<b>Comments:</b>					<b>25</b>
<b>Total mark for achievement</b>					
<b>8. Adherence to stylistics requirements</b>					
Layout / Grammar / Referencing / Declaration / Online Submission (Non-submission = 0%)					
Excellent (5 points)	Good (4 points)	Average (3 points)	Below average (2 points)	Not good/Not Done (0 points)	Grading
<b>Comments:</b>					<b>5</b>
<b>Total mark for achievement</b>					
<b>Overall Mark Recommendation</b>					<b>100</b>
<b>Overall Percentage</b>					<b>%</b>
<b>Examiner : Ms S Bronkhorst</b>			<b>Signed:</b>		
<b>Moderator: Dr S Boodhoo</b>			<b>Signed:</b>		