

Living Principles Analysis – Assignment Instructions

BUAD 492-02: Sustainability Inspired Product and Service Design

Overview

The purpose of this assignment is to give you some additional, hands-on experience with using the Living Principles Analysis framework – and to give you a solid basis for your subsequent Final Project work.

Format

All documents submitted in a single, 1 inch, 3 ring binder. Include index.

Pick your target

Your first task is to pick a category (product and/or service related) that a) interests you, b) that is relatively mainstream (i.e., the sustainability improvements can have a significant impact – so avoid niche categories unless you think they are growing), c) that you intuitively feel is valuable/important (something that people will likely purchase and/or should purchase in the future to a significant degree) and d) where you intuitively feel that there is good opportunity for significant improvement along some of the dimensions of the Living Principles Analysis framework. Choose wisely, since you will be living with this choice both for this assignment, and the Final Project.

Describe product/service : 1-2 pages (single spaced)

Using a traditional 4 P's framework, describe what the product/service is – primarily from a customer/consumer point of view (product, place, price, promotion). Go visual and feel free to be creative with how you present this information (within the length constraints).

Analyze using the Living Principles Framework : 4-5 pages (single spaced)

Using the Living Principles Framework, provide ratings for each of the 21 dimensions. This is a relatively new framework; part of the challenge is figuring out how to interpret the dimensions and how to determine appropriate ratings. Please *document your thoughts and*

assumptions, otherwise the ratings have no meaning (document them so that they make sense to the reader, and to you later in the project). For example, if you put down a rating of 2, explain your reasoning and indicate whether this rating is relative to similar offerings in the market (and why it is lower/higher), or relative to a different reference point (the broader category, industry etc.). Provide both a summary chart showing your overall analysis (you could use the 4 dimensional spider chart), as well as a detailed table with the 21 ratings and summarizing your rationale for each rating (*please do apply/refer to topics that we have been covering throughout the semester, e.g., regarding what promotes well-being, specific design principles etc.*). Provide supplementary appendices and/or references as needed to support your comments.

Grading

Your grade will be constrained by your choice of category (so ask me ahead of time!), and determined by the logic, specificity and clarity of your analysis.