

DME Assessment: Final Consultancy Report and Presentation

The final consultancy report will be submitted and forwarded to your client and should contain all the main elements of a consultancy report:

- Summary (approx. 250 words)
- Introduction (approx. 750 words)
- Main body (findings) (approx. 750 words)
- Conclusion & Recommendations (approx. 750 words)
- References (minimum of 6)

In view of the audience, you are allowed to let go of the strict academic format guidelines. For example, for references, we recommend the footnote-system rather than the APA in-text-citation

system. Instructions for writing the report can be found [here](#) [download](#).

For inspiration on lay-out, see for instance: <https://venngage.com/blog/consulting-report-template/> (Links to an external site.)

Length: max. 2500 words (excl. reference list)

Submission: online submission of the report (pdf) (also e-mail the report to your client so they can prepare for the symposium on Tuesday)

During the symposium held in week 16, the research teams will present their main findings and conclusions to the client organizations and the DME instructors via a video presentation. Specific

requirements for the presentation can be found [here](#). [download](#)

The symposium will take place on Tuesday May 18, 13:00-15:00, via Zoom. The submission deadline for the mp4 of the videopresentation is in the morning, before 9.00

Length: 5 minute video presentation

Submission: online submission of a **mp4 file**

Rubric Final consultancy report and presentation

Criteria	Ratings				Pts	
<p>Title and summary</p> <p>1) The title is clear, concise and relevant;</p> <p>2) The summary clearly and concisely highlights the</p> <p>a) intention,</p> <p>b) outline,</p> <p>c) conclusions, and</p> <p>d) recommendations of the project</p>	<p>0.5 Pts Excellent</p>	<p>0.4 Pts Good</p>	<p>0.2 Pts Average</p>	<p>0 Pts Poor</p>	0.5 pts	
<p>Introduction</p> <p>1) Engages the readers' interest;</p> <p>2) Clearly describes when, why and who of the report;</p> <p>3) Relevant background information about the topic and the target audience;</p> <p>4) Clear and concise description of the design thinking process, used resources and methods, and limitations of project</p>						<p>1 Pts Excellent</p>
<p>Main Body/Findings</p> <p>1) Clear and concise description of main findings from 'Empathize' data-collection</p> <p>2) Short description of prototype development</p> <p>3) Clear and concise description of main findings from 'Prototype-testing' data-collection</p>	<p>2.25 Pts Excellent</p>	<p>2 Pts Very good</p>	<p>1.5 Pts Good</p>	<p>1 Pts Average</p>	<p>0 Pts Poor</p>	

Criteria	Ratings					Pts
Conclusion & Recommendations 1) Clear link of project aims with main findings; 2) Conclusions flow naturally from findings; 3) Conclusions are clear, simple and objective 4) Clear link between conclusions and recommendations; 5) Recommendations are creative, but concrete, specific and feasible 6) Example for improvement of prototype is provided						2.25 pts
	2.25 Pts Excellent	2 Pts Very good	1.5 Pts Good	1 Pts Average	0 Pts Poor	
Presentation 1) Visual attractiveness of slides; 2) convincing presentation style; 3) clarity of presentation						2 pts
	2 Pts Excellent	1.5 Pts Very good	1 Pts Good	0.5 Pts Average	0 Pts Poor	
Overall evaluation report 1) Visual attractiveness; 2) originality						2 pts
	2 Pts Excellent	1.5 Pts very good	1 Pts Good	0.5 Pts Average	0 Pts Poor	
Total points: 10						