Week 2: Design Thinking - 01 Aug 16

WOW! What an action packed two hour session we had with Megan Short in today. I think that we can all agree that the Human Centred Design "Taster" that Megan took us through really helped us to build a detailed understanding of the problems we identified, and empathise with our "Primary Users" through the empathy map. All of you are at different points in the process, but in order for next week's session with the business mentor to work, you will need to complete the tasks outlined below.

Please provide some feedback for Tom Trewartha on his Team Building Activities at NVI last week by completing the survey on the link below:

http://wp.me/P69ixl-17X

1. Complete the Human Centered Design Activities

I know this is going to be difficult, but in order for you to harness the power of each individual group member, you are going to have to find some time to get together as a group to complete the idea generation activities.

You will need "butcher's paper and post it note". Be sure to photograph all of your work, and be ready to present it to me on Monday.

If you need any help, please don't hesitate to email me through your teacher. Good luck - I can't wait to hear what you come up with!

I suggest that you use the teacher's notes in this document to support you to get where you need to go. https://docs.google.com/document/d/1B7X_z5qSrtSt0K07kgSO6gnnwrWJRUY1cSO7DlkNS7M/edit?usp=sharing

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A copy of the printed materials for the design session is available here:

https://drive.google.com/file/d/0BYTl_B_HAZ6qeEZSamlSeFV4X3M/view?usp=sharing

Consolidation of workshop learning

Theoretical Knowledge and Understanding

Deliverables for next week:

1.   Your completed Design Thinking Activities

2.   Your completed Theory activities as outlined below

Peruse videos on the Business Model Canvas and Customer Development (see link above). Briefly note the 9 business model segments for your idea, determine the market size, ways to test each segment and a corresponding pass/fail signal, name your idea, prepare for presentation and start a blog.

Business Model Development

https://www.youtube.com/playlist?list=PLWc-zWdA0b0NV137yy5WbLBU1h-WsZPJS

Customer Development
https://www.youtube.com/playlist?list=PLWc-zWdA0b0NV137yy5WbLBU1h-WsZPJS

You will need to prepare answers to the following questions in your journal for discussion in Monday's session:
1.   What is a Business Model?
2.   Draw a Business Model Canvas.
3.   Define the term Value Proposition.
4.   In your own words, describe "Customer Segments".
5.   Describe what we mean by channels in the Business Model Canvas.
6.   In your own words, what do we mean by Customer Relationships in the Business Model Canvas?
7.   Define Revenue Streams.
8.   Define Resources.
9.   Describe what we mean by "Key Partners".
10.   Explain what we mean by "Key activities" in the Business Model Canvas.
11.   Describe what we define as costs in the Business Model Canvass.
12.   Describe the customer development process.
13.   Describe the 4 phases of customer development.

In your Journal, record your reflections on your experience in Venture Dorm so far. Focus on the Design Thinking process and the Business Model Canvas.
(100-200 words)

3.   Personal Introduction / Pitch

Deliverable for next session (write down so you can remember in session):
Prepare an introduction to yourself and the team in the following format (multiple ideas are encouraged) - (Note: you will be required to present your mini-pitch / introduction in Monday's session.

● My name is […] ● My personal strengths & weaknesses are […] ● My technical strengths & weaknesses are […] ● Outcomes from my Design thinking - Problem, Person and Solution.	● I am looking for someone with […] who can join my team to complement me in Venture Dorm ● I am currently studying […] ● Beyond grades, I want to get […] out of Venture Dorm

Good luck, and remember that I'm only an email away if you need any support.