**Stage 2 Business Innovation**

**Assessment Type 1: Business Skills**

**Task 1: Designing Business: ‘Stand-up Brief’ — Identifying customer wants and needs**

**Purpose**

As part of your work in the Designing Business context, use design thinking strategies and work collaboratively to identify problems that matter in your lives. Once you have identified these problems work collaboratively to collect information from a range of data sources to explore the potential market for solutions to these problems.

Develop a 2-minute ‘Stand-up Brief’ to present your problem and customer hypothesis to your business partners. Your ‘Stand-up’ brief should be supported by a 400-word lean validation board.

Work collaboratively to identify the problems that matter and design data collection strategies to develop your problem and customer hypotheses.

Each individual student should present a different problem or customer hypothesis.

**Task Description**

* Adapt a Design Thinking activity like the Stanford D-School Inspiration walk (<https://dschool.stanford.edu/resources/the-inspiration-walk>) to develop a 48-hour ‘Pain Journal’ that allows your team members to identify a range of problems that frustrate you in your daily lives.
* Work collaboratively to select a range of identified problems to examine in further detail.
* Individually develop a [Lean Validation Board](https://www.leanstartupmachine.com/validationboard/) which details your:
* problem hypothesis
* solution hypothesis
* core assumptions
* riskiest assumption
* method to test assumptions
* Minimum Success Criterion.
* Design data collection strategies to test your assumptions.
* Use the Lean Validation Board to individually document the outcomes of your market testing through the validated and invalidated assumptions and associated pivots.
* Develop a 2 minute ‘Stand-up Brief’ to present your:
* Refined Customer Hypothesis
* Refined Problem Hypothesis
* Key Pivots and insights from your customer analysis
* Each member of the group should present a different Customer or Problem Hypothesis.

**Assessment Conditions**

**Format: Stand-Up Brief** Present your stand-up brief as a multimodal presentation of **no more than 2 minutes**. This may be a live presentation, pre-recorded video or in another format as negotiated with your teacher. Each member of the group must produce an individual stand-up brief.

**Supporting Documents** An individual Lean Validation Board of **no more than 400 words** that shows evidence of your customer data collection strategies and pivots in response to invalidated assumptions.

**Assessment Design Criteria**

FSP1 Identify and explore problems and/or needs using a customer-focused approach

CA1 Contextual application of decision-making and project management tools and strategies

CA2 Create and apply business intelligence to iteratively develop business models and plans

CA3 Contextual application of communication and/or collaborative skills.

| - | **Finding and Solving Problems** | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Insightful identification and exploration of problems and/or needs using customer-focused approaches  Highly creative generation of innovative and viable solutions to problems and/or needs using customer-focused approaches | Perceptive and highly effective contextual application of decision-making and project management tools and strategies  Astute and highly strategic creation and application of business intelligence to iteratively develop business models and plans  Astute and perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plans  Critical analysis and perceptive evaluation of opportunities and challenges for business in the digital age  Insightful analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| B | Well-considered identification and exploration of problems and/or needs using customer-focused approaches  Creative generation of viable solutions with some innovation to problems and/or needs using customer-focused approaches | Well-considered and mostly effective contextual application of decision-making, project management and change management tools and strategies  Strategic creation and application of business intelligence to iteratively develop business models and plans  Mostly perceptive contextual application of communication and/or collaborative skills. | Mostly discerning evaluation of business models and plans  Mostly critical analysis and evaluation of opportunities and challenges for business in the digital age  Well-considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| C | Considered identification and exploration of problems and/or needs using customer-focused approaches  Mostly creative generation of viable solutions to problems and/or needs using customer-focused approaches | Considered contextual application of decision-making, project management and change management tools and strategies  Competent creation and application of business intelligence to iteratively develop business models and plans  Effective contextual application of communication and/or collaborative skills. | Considered evaluation of business models and plans  Some critical analysis and evaluation of opportunities and challenges for business in the digital age  Considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| D | Some identification and exploration of problems and/or needs using customer-focused approaches  Some generation of solutions to problems and/or needs using customer-focused approaches | Some application of decision-making, project management and change management tools and strategies  Some creation and application of business intelligence to iteratively develop business models and plans  Some contextual application of communication and/or collaborative skills. | Some analysis and description of business models and plans  Some analysis and description of opportunities and challenges for business in the digital age  Some analysis and description of social, economic, environmental, and/or ethical impacts of global and local business. |
| E | Attempted identification and exploration of problems and/or needs using customer-focused approaches  Attempted generation of solutions to problems and/or needs using customer-focused approaches | Attempted application of decision-making, project management and change management tools and strategies  Attempted creation and application of business intelligence to iteratively develop business models and plans  Attempted application of communication and/or collaborative skills. | Attempted description of business models and plans  Description of opportunities and challenges for business in the digital age  Description of social, economic, environmental, and/or ethical impacts of global and local business. |