Stage 2 Business Innovation

AT1 Task 1: Identifying customer problems and designing products and services

**Aim**

Through the design thinking process, interview a number of customers from a chosen segment to identify a problem. Build *empathy* and an understanding of a group of customers using a customer-focused approach. Use testing tools to *define* the problem and develop a testable hypothesis. *Ideate* possible solutions to the customer problem. *Prototype* and *Test* your solution with customers, making iterations and pivots when the evidence indicates this is the best option. Evaluate the success of the resting process.

**Requirements**

**Part A: Identifying customer problems or needs and designing solutions** (collaborative presentation)

* Collect data from your customer segment through interviews, a Day In The Life study, or other appropriate tests
* Create an empathy map per identified segment
* Define the customer hypothesis with either tool: Experiment Board or Lean Validation Board
* Generate ideas and develop a Value Proposition Canvas based on your findings

**Part B: Portfolio of testing** (collaborative testing; individual portfolio)

* Determine further critical assumptions for your Value Proposition
* Establish metrics and record results from tests for your product or service
* Iterate/pivot the design of your Value Proposition with insights from your tests
* Annotate and comment on your Lean Validation Board/Experiment Board as it progresses

**Part C: Evaluation of testing** (individual written piece)

* Evaluate the effectiveness of insights gathered
* Summarise the current customer opinions towards your product or service
* Establish further hypotheses and testing for your product and service
* Determine the Value Proposition’s effectiveness in relieving pains and complementing gains

**Assessment Conditions**

**Part A:** 200 word equivalent multimodal presentation of Experiment Board/Lean Validation Board and Value Proposition Canvas

**Part B:** 500 word equivalent multimodal portfolio of testing

**Part C:** 300 word written evaluation of the testing process

**Performance Standards**

**FSP1** Identification and exploration of problems and/or needs using customer-focused approaches

**FSP2** Generation of solutions to problems and/or needs using customer-focused approaches

**CA3** Contextual application of communication and/or collaborative skills

**AE1** Evaluation of business models and plans

**Performance Standards for Stage 2 Business Innovation**

| - | **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. |