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 approachesHighly 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 strategiesAstute and highly strategic creation and application of business intelligence to iteratively develop business models and plansAstute and perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plansCritical analysis and perceptive evaluation of opportunities and challenges for business in the digital ageInsightful 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 approachesCreative 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 strategiesStrategic creation and application of business intelligence to iteratively develop business models and plansMostly perceptive contextual application of communication and/or collaborative skills. | Mostly discerning evaluation of business models and plansMostly critical analysis and evaluation of opportunities and challenges for business in the digital ageWell-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 approachesMostly 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 strategiesCompetent 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 plansSome critical analysis and evaluation of opportunities and challenges for business in the digital ageConsidered 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 approachesSome generation of solutions to problems and/or needs using customer-focused approaches | Some application of decision-making, project management and change management tools and strategiesSome creation and application of business intelligence to iteratively develop business models and plansSome contextual application of communication and/or collaborative skills. | Some analysis and description of business models and plansSome analysis and description of opportunities and challenges for business in the digital ageSome 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 approachesAttempted generation of solutions to problems and/or needs using customer-focused approaches | Attempted application of decision-making, project management and change management tools and strategiesAttempted creation and application of business intelligence to iteratively develop business models and plansAttempted application of communication and/or collaborative skills. | Attempted description of business models and plansDescription of opportunities and challenges for business in the digital ageDescription of social, economic, environmental, and/or ethical impacts of global and local business.  |