

LEVEL	1
LEARNING OUTCOME	LO5 Students can produce, present and implement a sustainability-driven business plan
SPECIFIC LEARNING OUTCOME	Students understands how service design can support business model innovation.
KEYWORDS	Service desing tools, personas, customer journey maps, storyboards, design thinking, practical
INTRODUCTION	To improve products and services you can apply design tools and methods. In this assignment you the next tools, to improve products and services; design thinking and make a storyboard.
HOW TO WORK WITH THIS MATERIAL	<ul style="list-style-type: none"> • The links in the assignment wil help you understand why storyboarding and design thinking will help you understand business models and get ideas for innovation. • Depending on the knowledge of the student, you can use these tools. • You can also use the training of learning outcome 1.4 (level 1). There's a explanation of design thinking and pitching. • You use the links en fill in for your company. • This task can be done alone, in pairs or small groups. When the students work for the first time on a business plan, the best way to do it is in small groups.

	<ul style="list-style-type: none"> • Watch the videos together, and help the students answering the questions. • Check also the videos and the explanation of model canvas by other levels.
TIMING	aprox. 2 hours

Introduction

To improve products and services you can apply design tools and methods.

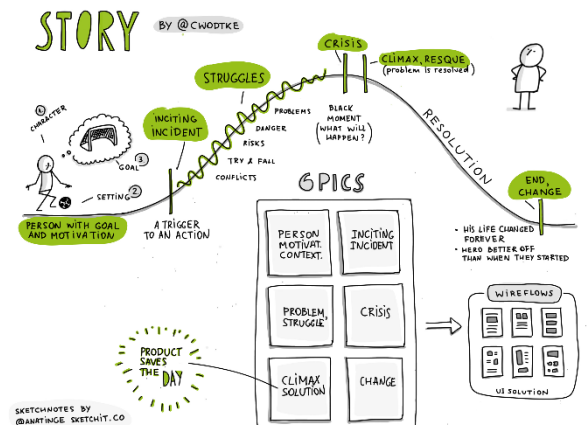
One of the tools you have already become acquainted with at learning outcome 1.4, is design thinking.

Another method you can use is making a storyboard.

A storyboard is a linear sequence of illustrations used in animation to develop a broader story. A storyboard process is now used also in business to understand and map customers' experience and enable the growth of the company using that process.

You need to follow the next 5 steps to create a good storyboard:

1. Decide on a story/interaction/experience you want to communicate. Make the message very clear.
2. Write/draw the global storyline. Think of the steps of the story and how to communicate them in images. Make sure you convey all the important information in a simple but complete and intelligible way.
3. Start drawing a quick sketch, then start refining it (storywise).
4. To make sure that every important step is clear for the reader. Go over the drawings with someone who is unfamiliar with the story, ask feedback and add short (text) explanations where needed.
5. Present the storyboard to stakeholders. Make notes of the feedback received.



For the next assignment, use the tool above to come up with and work out the best sustainable ideas to earn the most money for your schooltrip.

Assignment 1: Earn your own schooltrip

You would like to take your class for a nice trip at the end of the year, but the school has no budget to finance this and your parents refuse to pay for this trip as well. How are you going to make sure that a nice trip is arranged, without this costing you money?

Fortunately, as a top student, you are incredibly creative and enterprising. You come up with the brilliant idea of starting a school shop. The director gives you permission to sell your products for a month. However, he did set a number of conditions:

The products must not violate school regulations (No alcohol, cigarettes, drugs, illegal products, etc.)

- The sale may only take place outside your class hours (during breaks)
- The shop must not cause a nuisance (noise, waste, etc.)
- All costs for investments and any losses are borne by the class
- And most importantly, it has to be a sustainable product or service

The target group for your product is known, because these are all teachers and students of your school. Now it is up to you to achieve the highest possible profit on the basis of a well-developed marketing plan, so that you can make it a spectacular outing!

Steps

Start brainstorming about a possible product that you could start selling. Write down at least 5 ideas and determine on the basis of the following points what you think is the best idea:

- There must be a need for the product among the target group (teachers and students)
- The product should not already be sold in e.g. the canteen
- The product should not be too expensive to purchase
- Above all it has to be sustainable solution

First you have to understand the customer journey of the customer. What does it look like for your customer? How can you use it for make your idea better? When you know this, fill in the next steps.



Think of a good **price** for the product. Find out what it costs to purchase the products and make sure you get enough profit per product, without making the product too expensive! Also think of price promotions to be able to sell more.

Product

Price

Think of a good **place** in the school to sell your products. Where do you think most people will buy the products?

Place

Promotion

What **promotional tools** are you going to use to gain brand awareness and get people excited about your products? Design a flyer/flyer/poster or other promotional message.

How will you use your staff as a marketing tool? Think of presentation (sales pitches, slogans, division of tasks).

How are you going to present the product? How do you set up the sales space/sales stand and how do you think you attract customers in this way?

Work out a promotional tool you want to use. Think of a flyer, poster, press release, vlog or a fun action.

Make a storyboard with your business idea in which you convince me what your idea is, and why this is the very best idea!

