

# SDG 12 Future of Innovation and Enterprise

## Micro Module 1: Passion to Purpose



### MM1: Passion to Purpose

### Phase 1: Research and Development

### Lesson 24 Design Thinking- Test

Subjects: Design,  
Technology, Maths,  
Environment, Science,  
Sustainability

#### Lesson Title and Summary: Design Thinking-Test

Evaluating an idea is a key aspect of Design Thinking. In this lesson students will begin the process of testing their ideas with potential users. Students will learn that this is not the end of the process and that they may learn something that means they might need to return to an earlier stage e.g. Define or Ideate.

#### Vocabulary:

Beta-test; Focus Group; Lean Canvas; Refine

#### In this lesson, the learner will:

- explore how to test ideas
- use their vision board
- complete a lean canvas
- prepare to present their ideas

#### Materials:

- Worksheet: Zone Mapping
- Worksheet: 5 W's of Business
- Worksheet: 8 W's of Project Planning
- Worksheet: LEAN Canvas
- Pens, Pencils
- Paper
- Completed prototype vision boards (Lesson 6)
- Stakeholder mapping worksheet (Lesson 1)

**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**13** CLIMATE  
ACTION



**17** PARTNERSHIPS  
FOR THE GOALS



# MM1: Passion to Purpose

## Lesson 24: Design Thinking - Test



### Activity Instructions

#### Activity 1 Testing – Rapid Response (15 mins)

1. Watch Video: Design Thinking - Test [3:19min]- see Media Box.7
2. In groups, working with their prototypes and their concept statements from the last session consider who you will need to speak to in terms of your audience / user. Learners can also use the Zone Map worksheet to map their 'stakeholders' now that they have a prototype.

#### Activity 2 Testing your Prototype – Rapid Response (35 mins)

1. Complete Worksheet: 5 Ws of Business to develop a Lean Canvas.
2. Focus on their selected problem area using Worksheet: Rapid Response and 3D model and their empathy map in combination with the 5 Ws worksheet to complete a Lean Canvas.
3. This session forms the basis of their project presentation 'test' phase.

### REFLECTIVE EXERCISE: 3-2-1 (10 Mins)

- Three things they feel they have learnt from the tasks
- Two things they found
- most interesting and would like to explore more
- One – their opinion they have about the tasks

Use Post-its or a mentimeter poll [www.mentimeter.com](http://www.mentimeter.com) to gather learners reflections

# MM1: Passion to Purpose

## Lesson 24: Design Thinking - Test



### EXTENSION / REDUCTION ACTIVITIES

Reduction: For a shorter class, watch the video and complete stakeholder map at home

Extension: For a longer class, introduce the Pecha Kucha, Media Communication 3 Micro Module to support learners to present and pitch their idea – this can be used as an end of module assessment.

Use the lean canvas, stakeholder maps, vision boards and prototypes to produce a final presentation – showing their project and gaining further feedback on their 'pitch'.

Learners could also use the Media Communication Module activities to present their ideas in a video or a presentation.

### MEDIA BOX: (materials, online video links, extra resources, case studies etc)

Video: Design Thinking TEST (3:19min) <https://youtu.be/UVEQCNM6X-A>

Video: Using a lean canvas (3:35min) <https://www.youtube.com/watch?v=WqjM2DdgUnA>

Video: Rocket Pitch - Introduction to Rocket Pitch (1:21min)  
<https://www.youtube.com/watch?v=3UKzsnWU7-4>

Website: Rocket Pitch - Gamify your event <https://www.rocket-pitch.com/>

Linked learning: Communication Skills and Media Communication Skills micro-modules support the development of the 4Cs skills - Creativity, Communication, Critical Thinking and Collaboration

### Local Trip / Expertise / Additional Work and Assessments

Pitch their final idea to a Local Development company or community and business alliance.  
Visit from Local Enterprise Office.

Create a local enterprise event / exhibition to share their work e.g. in school end of school year, in the local library or online.

Develop a Rocket Pitch event – create a start-up event, link with other schools in your area, province or across Ireland and beyond.

Look at enterprise competitions encourage this as part of the learning process.

## MM1: L24WS ZONE MAP EXERCISE

A zone map allows us to start from ourselves Zone 0 (our project or our town) and include other people, places or things in relationship to ourselves  
Zone 1 - 5

Zone 0 - the self, the project  
Zone 1 - Location of project e.g. school or town  
Zone 2 - Location of school or town  
Zone 3 - Location of town e.g. Iveragh, Kerry  
Zone 4 - Location of county e.g. Munster or Ireland  
Zone 5 - Location of province or country e.g. Ireland or Europe





1. WHAT are you planning to do?



2. WHY do you want to do this project?  
WHO will benefit?

3. WHEN and WHERE  
will the activity  
take place?

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_



4. WHAT funds are  
needed to do this  
activity?



**5. WHO** needs to approve this project



**8 WHAT** kind of publicity is needed?  
**WHEN?**

Type of publicity When needed?

- 1.
- 2.
- 3.
- 4.

**7. WHO** will do the **WORK?**

1 Task

Person Responsible

Date Due

2 Task

Person Responsible

Date Due

3 Task

Person Responsible

Date Due

4 Task

Person Responsible

Date Due



**8. We're Done!! Was it Worthwhile?**



WHAT went well?

WHAT didn't go well?

WHAT would you do differently next time?

WHO needs to receive a thank you note? Name  
WHO will write it?

# SDG12 P2P L24 LEAN CANVAS

<p><b>Problem</b> List your customer's top 3 problems</p> <ul style="list-style-type: none"> <li>-worry that pet will get lost</li> <li>-worry that pet is up to no good when home alone</li> <li>-miss pet and want a way to connect while at work</li> </ul>	<p><b>Solution</b> Outline a possible Solution for each problem</p> <p>worry that pet will get lost-you will be able to track your pet at all times.</p> <p>worry that pet is up to no good when home alone-you will be able to see what your pet is doing at all times.</p> <p>miss pet and want a way to connect while at work-you will be able to connect using your voice while you're away</p>	<p><b>Unique Value Proposition</b> Single, clear compelling message, that turns an unaware visitor into an interested prospect</p> <p>Love Paws makes it possible to be with your pet even when you're away.</p>	<p><b>Unfair Advantage</b> Something, that can't be easily copied or bought</p> <p>I am Cesar Milan, world famous dog trainer and I have my own TV show and numerous celebrity clients.</p>	<p><b>Customer Segments</b> List your customer segments and users</p> <p>Ideal customers are middle to high income, tech-savvy pet owners who spend a significant time away from their pets.</p>
<p><b>Existing Alternatives</b> List how these problems are solved today</p> <p>There are various collars on the market that track your pet's location. Some track steps and various other stats. There is a separate camera device that can be worn by your pet, but nothing exists that works as a GPS, camera and communication device in one.</p>	<p><b>Key Metrics</b> List the key numbers, that tell you how your business is doing</p> <p>Number of units sold.</p>	<p><b>High Level Concept</b> List your x for y analogy (e.g. youtube = flicker for videos)</p> <p>Love Paws is the Nest of pet tracking devices.</p>	<p><b>Channels</b> List your path to customers</p> <p>Give away for free to celebrity pet owners and celebrity TV personalities on Animal Planet, then do a billboard, print and web and social media campaign.</p>	<p><b>Early Adopters</b> List the characteristic of your ideal customer</p> <p>Early adapters are pet owners who love to keep up and own the latest tech innovations as soon as they come out.</p>
<p><b>Cost Structure</b> List your fixed and your variable costs</p> <p>Product design, sourcing of materials, production costs, engineering, marketing, PR.</p>		<p><b>Revenue Streams</b> List your sources of revenue</p> <p>We will initially sell online with the goal to being on the shelves of major pet stores by end of year.</p>		<p><b>MARKET</b></p> <p><b>PRODUCT</b></p>

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



# SDG12 P2P L24 LEAN CANVAS

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



<p><b>PROBLEM</b> <i>List your top 1-3 problems.</i></p>	<p><b>SOLUTION</b> <i>Outline a possible solution for each problem.</i></p>	<p><b>UNIQUE VALUE PROPOSITION</b> <i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p>		<p><b>UNFAIR ADVANTAGE</b> <i>Something that cannot easily be bought or copied.</i></p>	<p><b>CUSTOMER SEGMENTS</b> <i>List your target customers and users.</i></p>
<p><b>EXISTING ALTERNATIVES</b> <i>List how these problems are solved today.</i></p>		<p><b>KEY METRICS</b> <i>List the key numbers that tell you how your business is doing.</i></p>	<p><b>HIGH-LEVEL CONCEPT</b> <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p>	<p><b>CHANNELS</b> <i>List your path to customers (inbound or outbound).</i></p>	<p><b>EARLY ADOPTERS</b> <i>List the characteristics of your ideal customers.</i></p>
<p><b>COST STRUCTURE</b> <i>List your fixed and variable costs.</i></p>		<p><b>REVENUE STREAMS</b> <i>List your sources of revenue.</i></p>			