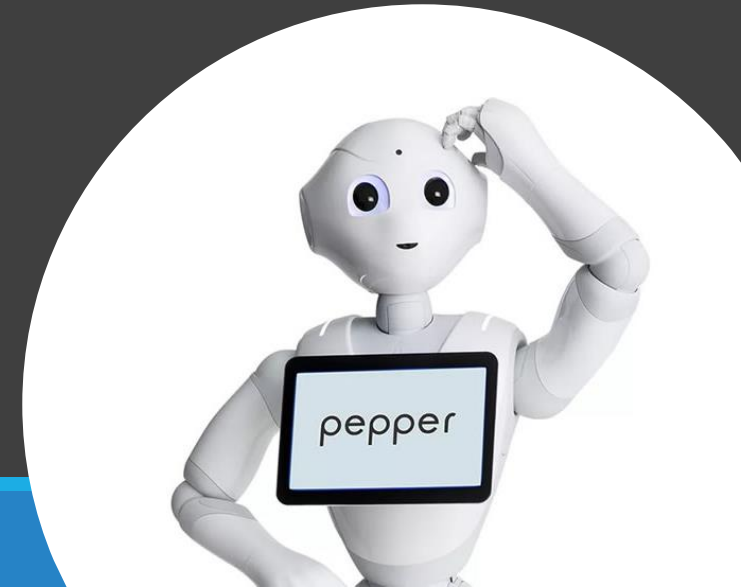


# Modul 257: Project Studies in Digital Business

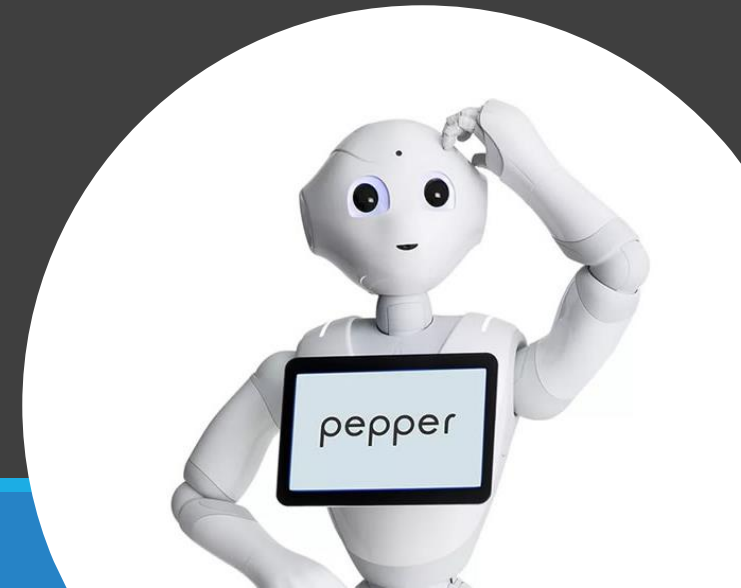
Team Pepper



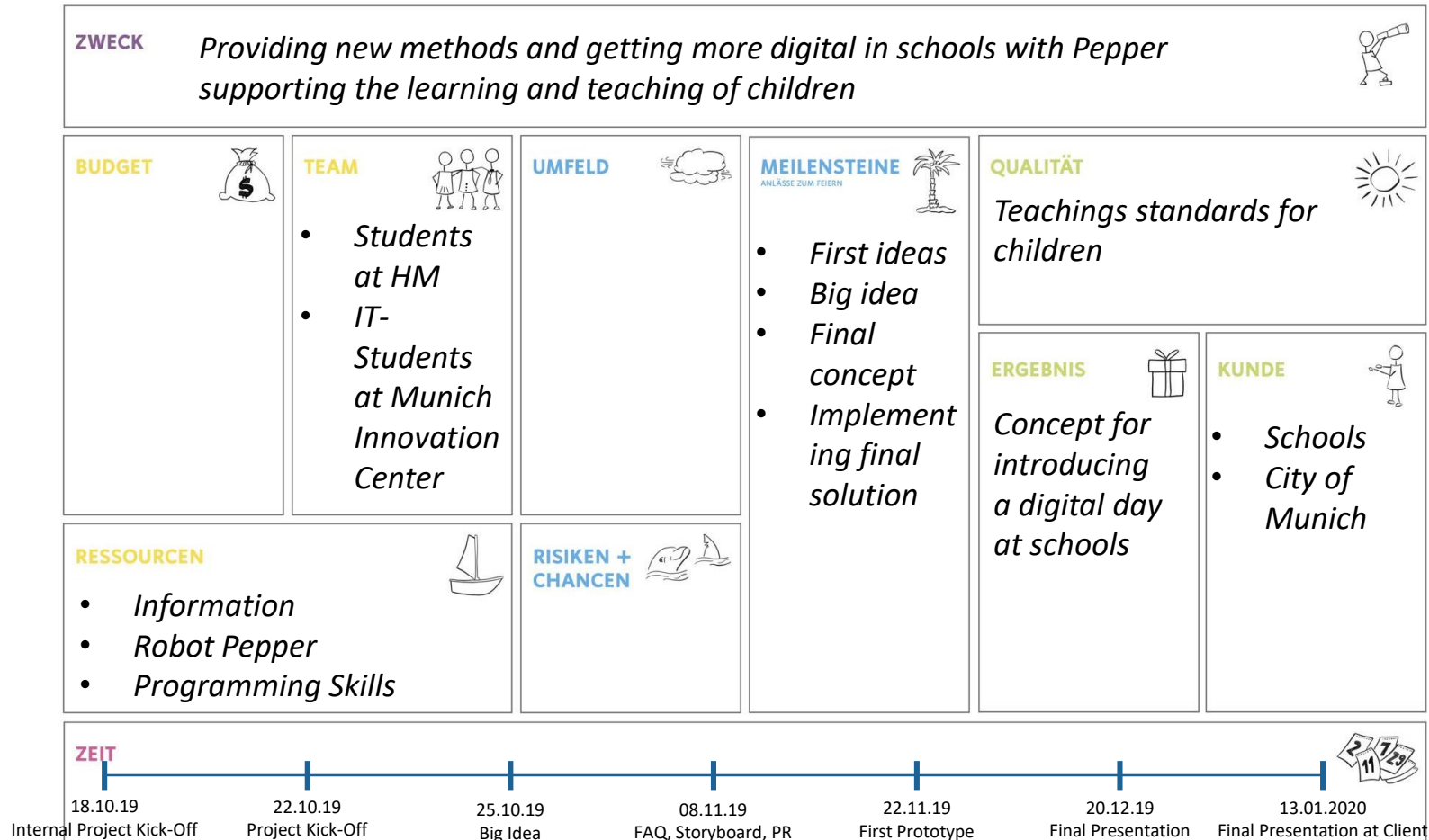
# Agenda

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1. The Project Canvas
2. Working Backwards Questions
3. Storyboard
4. Big Idea
5. Press Release
6. FAQ
7. Prototype



# The Project Canvas



# Working Backwards Questions

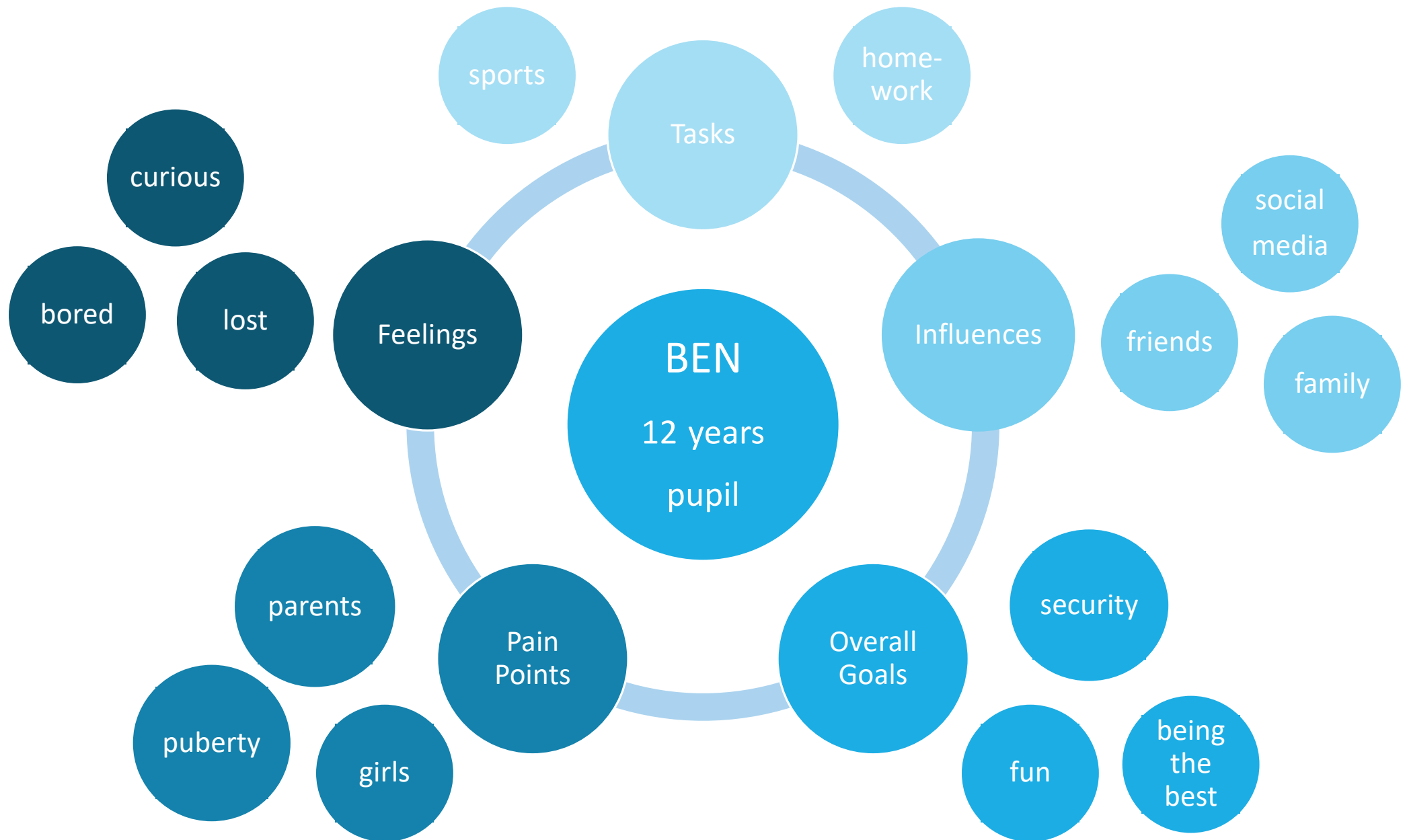
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**Target group: Children and teenagers**

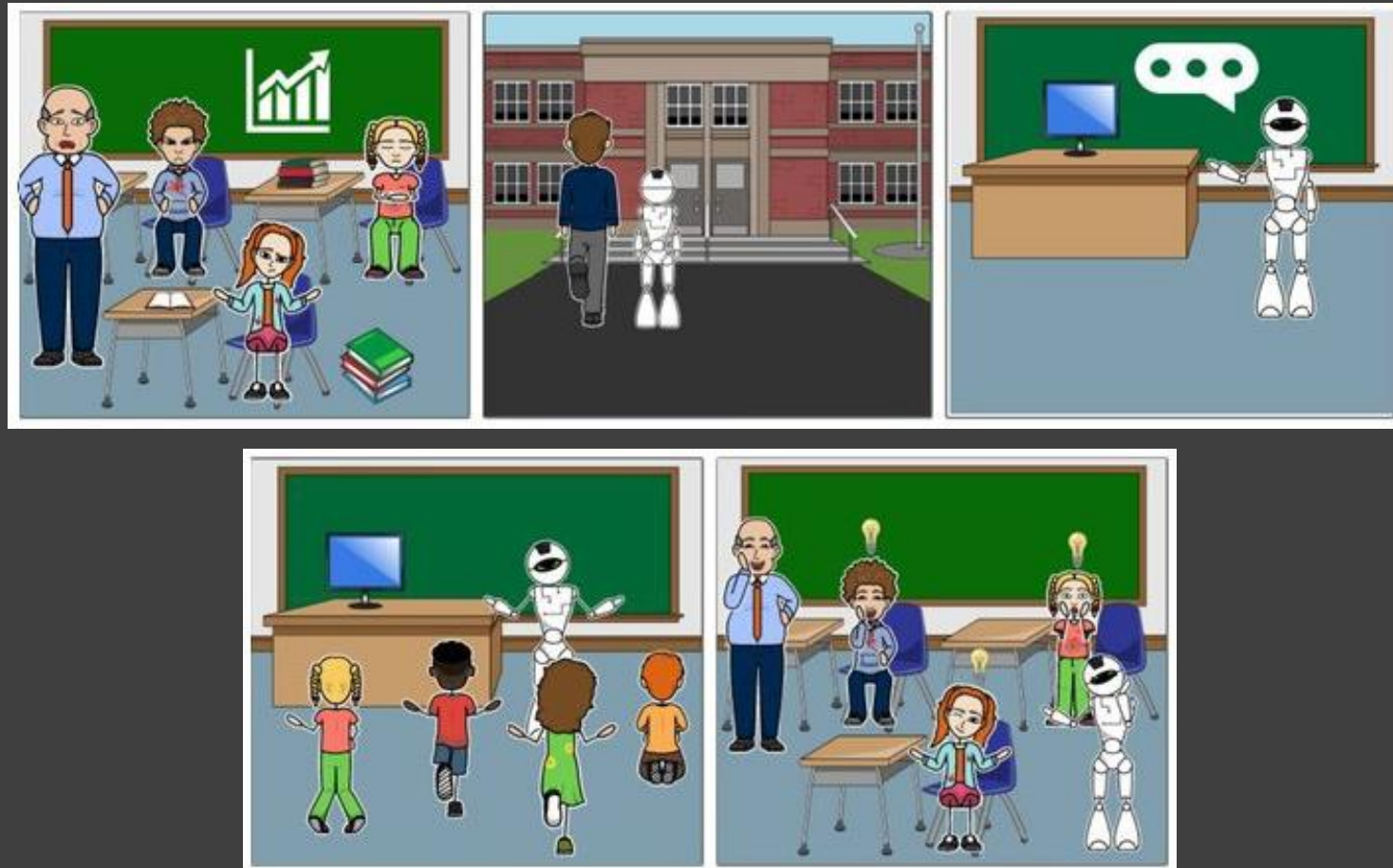
Pupils are unmotivated to learn and pay attention in school because of old-fashioned, monotonous teaching methods

Motivating pupils in school by new digital methods and Pepper

- **Getting in touch with new technologies**
  - **Motivation and variety**
- **Awareness for digital transformation**
  - **New learning methods**
  - **Develop language skills**



# Storyboard



# Big Idea

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Digital Day with Pepper

Introduction

Questions to and about Pepper

Robotics presentation about digitalization and digital professions

Relaxation exercises

Language training in groups



# Press Release

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## Introducing Digital day with Pepper in schools

With the Digital Day, Robot Pepper lets students look up from their books and right in the eyes of digitalization.

MUNICH (Bavaria) - 20.12.2019 - City of Munich; today a group of Business Administration students announced together with the City of Munich the project "Digital Day with Pepper" in schools, a day to bring digitalization closer to pupils and improve their motivation in school. On this day Pepper visits a school to spend two lessons per class to present itself and the topic around digitalization and robotics to pupils in the age of 12-13. This will happen through different games and presentations, which helps to generate diversity to the everyday school life and improves the motivation for those topics.



# Press Release

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“We are pleased that Pepper is not only used informatively, but also actively for educational purposes. In the age of digitalization, we see a great added value in motivating students to learn with Pepper and introducing them to the digital world.”, said Mr. Schmidt, responsible for the Innovation Lab of the City of Munich.

"School was so much more fun today" and "Hopefully Pepper is coming again" students said after Digital Day at their school.

After the presentation of the concept "Digital Day in Schools" possible schools will be contacted. With the schools, which are interested in a "Digital Day" dates for the implementation are agreed upon.

So let's go to our website and checkout the concept of “The Digital Day with Pepper”.

[www.digital-day-pepper.de](http://www.digital-day-pepper.de)

# FAQ – Customer: Pupils

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What are Pepper's features?

Why can Pepper do all this?

Can he play games?

Does Pepper understand us?

Can he arrange faces?

# FAQ – Customer: School

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Why was Pepper developed?

What has Pepper been used for so far?

Who develops Pepper?

What is the difference to a computer program?

How much does Pepper cost?

How does Pepper get to selected schools?

# FAQ – Stakeholder: City of Munich

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What is Pepper's added value for students?

How does Pepper affect students?

How many children can Pepper reach?

How can Pepper be further developed?

How can we tell that Pepper has a positive influence?

Can the concept also be applied to other areas?



Landeshauptstadt  
München

# FAQ - Background

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Are there similar robots?

Can Pepper tell jokes?

Can Pepper move?

Can Pepper be bought privately?

Can Pepper break?

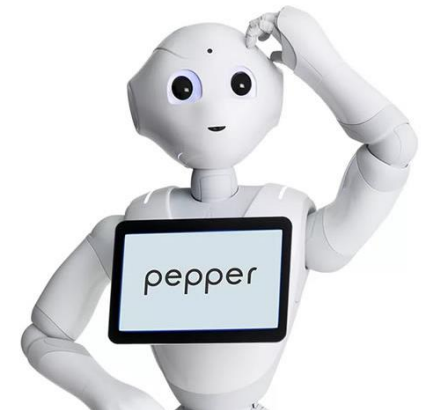
Does Pepper need battery?

What are the requirements for Pepper to work?

# Prototype

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1. Introduction
2. Conversation: Pepper and Pepper
3. Presentation Digitalization
4. Presentation Robotics
5. What can Pepper do?
6. Presentation Professions
7. Thai Chi
8. The Game



# Introduction

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Hello dear students,

my name is XX Pepper. I am XX years old and live in the Innovation Lab of the city of Munich together with my siblings. My brother XY Pepper is with me today and supports me in our lessons (points his finger in one direction).

Now you're probably wondering what an Innovation Lab is (scratching his head). Here new digital ideas are developed and implemented, just like me and my siblings. As you can see, I am what you call a robot (point down).

We are going to spend Digital Day together today. I'll tell you something about digitalization, robots like me, where I come from and who created me.

# Pepper & Pepper

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XX: Hey XY (points to XY), how would you like it, if the students could take a closer look at us after our greeting (scratches his head)?

XY: That's a great idea XX (points to XX). Then the ice will be broken.

XX: How about they try to stroke over our heads (put both hands in a questioning position)?

XY: Fantastic. I love being stroked over the head.

XX: Do you have any other idea how the students can get to know us better?

XY: They could also ask us a few questions. Then they'll get a glimpse of how we work (raises an index finger).

XX: What a great idea. Then I'm curious to hear what exciting questions the students have for us.





# Digitalization

- Stronger network (**network**)
- Simpler communication (**communication**)
- Availability of information
- New business ideas and models

# Digitalization - Dangers

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Data (data)



Availability (availability)



Attention

Caution

Awareness of responsibility

# Digitalization - Trends

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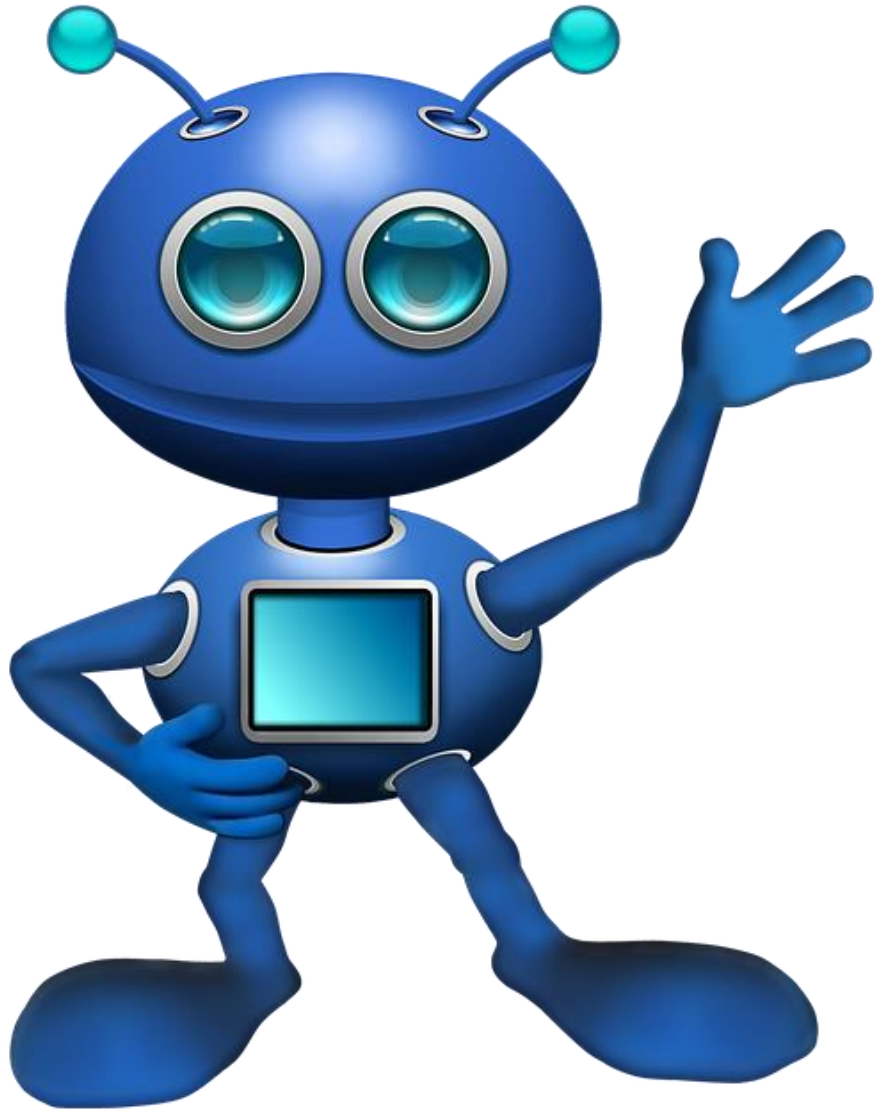
Virtual Reality  
(virtual reality)



Artificial Intelligence  
(artificial intelligence)



Robotics  
(robotics)



# Robotics

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## *What is a roboter?*

- A robot is like a machine that can go from one place to another.
- Robots perform difficult tasks and often act in a similar way to humans.
- Robots often have eyes and ears to detect their environment (**environment**).



## Areas of use:

- Manufacture of automobiles
- Space exploration (**space**)
- Oceanography
- Bomb disposal

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*Robotics*

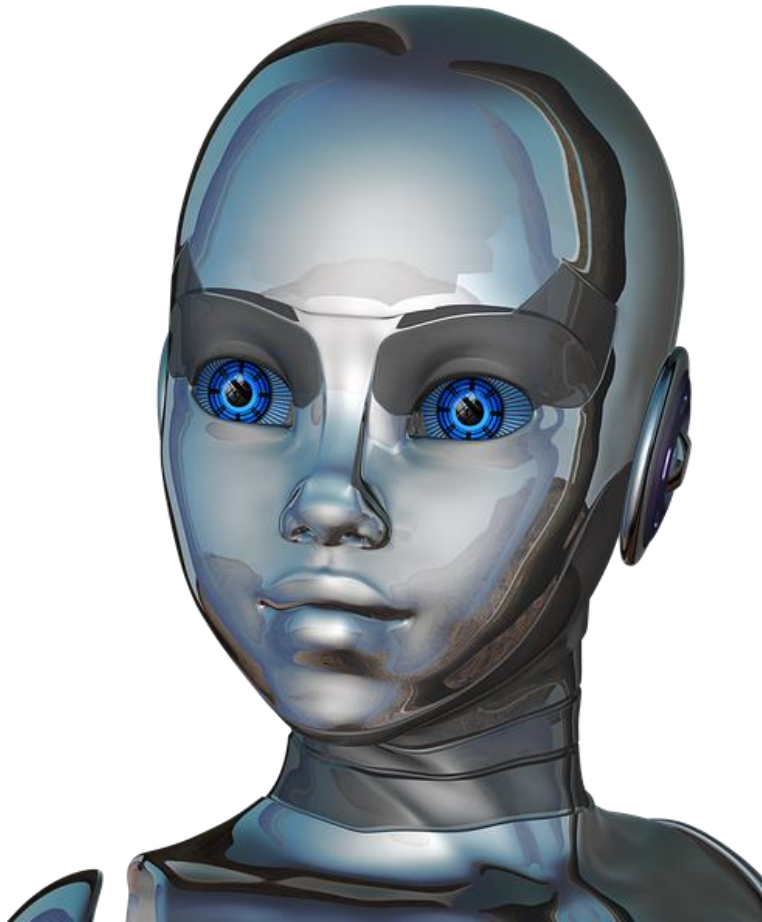




# What can I do?

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- Dancing & Thai Chi
- Many different languages
- Weather forecast
- Reading short stories aloud
- Answering questions using Wikipedia



# Professions

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- Test mechanic
- Systems engineers
- Computer scientist (**computer scientist**)
- Research (**research**)
- Programmers
- Machine and plant manufacturers
- Process engineer

# Thai Chi

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# The Game





Any questions?

Thanks for your attention!

