

Module 6



Watch Module 6 Video at:
www.clubkidpreneur.com/resource-centre/

Keywords:

Design Thinking
Market Research
Prototype

MARKET RESEARCH

The most important part of designing your product is talking to your potential customers about what they want and need to make sure your product design suits them. This is called MARKET RESEARCH.

YOUR PRODUCT PROTOTYPE

How exciting! At the end of this step, you will have an example of the product you are going to sell! This is called your PROTOTYPE. Follow the design thinking process to design a product that meets your target market's needs.



DESIGN THINKING

Design thinking is the process used to create products that meet customers' wants and needs. Design thinking starts with the customer and works backwards to the product's design.

The design thinking process is:

1. EMPATHISE

Ask customers about their wants & needs or a problem they face that your product could help solve.

2. DEFINE

Choose one of these problems or needs that your product design will focus on.

3. IDEATE

Brainstorm as many design solutions as you can

4. PROTOTYPE

Make one example of your product to show potential customers. This is called a 'prototype'.

5. TEST

Get feedback from customers to improve your prototype.

NOW IT'S YOUR TURN

1. EMPATHISE

Ask some people in your target market what wants, needs or problems they have that your product could help meet. If you don't know anyone in your target market, ask your friends what they think your target market might want or do some research online.

Write down some of their problems, wants or needs here:



2. DEFINE

Choose one of these problems or needs that your product will address. This could be a major need or just something small.

For example:

My target market of teenagers get bored of having plain coloured things.



3. IDEATE

Brainstorm some possible product design solutions for your chosen problem/need.

Check out www.cleverpatch.com to see what materials would help meet your target market needs.

For example:

Create fun accessories that clip onto things for decoration. They could clip onto things like umbrellas, scarves, bags & hats and should be waterproof for rain and being washed.



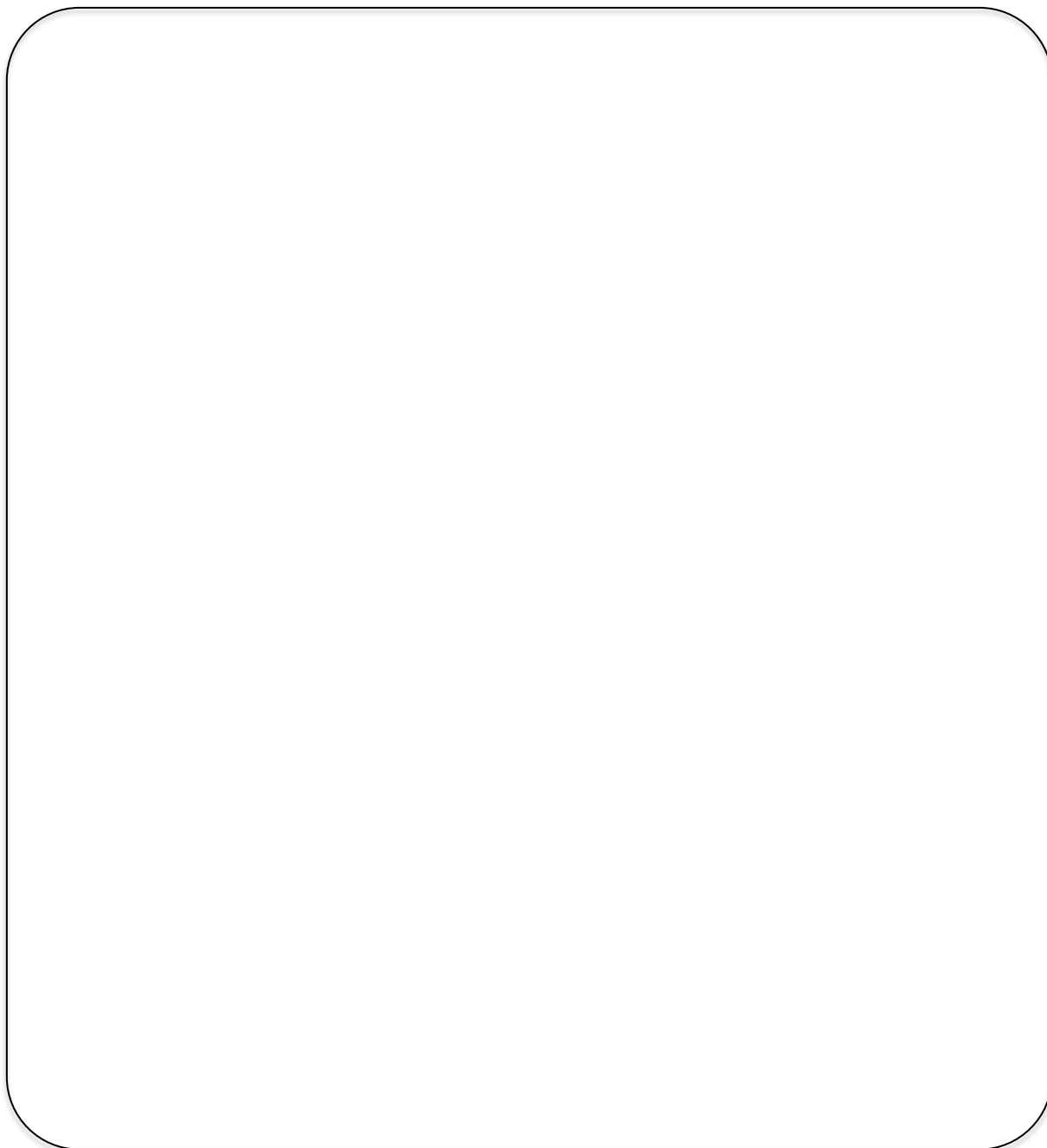
Draw or describe your design ideas below:



4. PROTOTYPE

Now make just ONE product as an example to show your target market. Be careful not to use too many materials, you need them for making lots more products to sell.

You can print a picture of your prototype and stick it here:



5. TEST

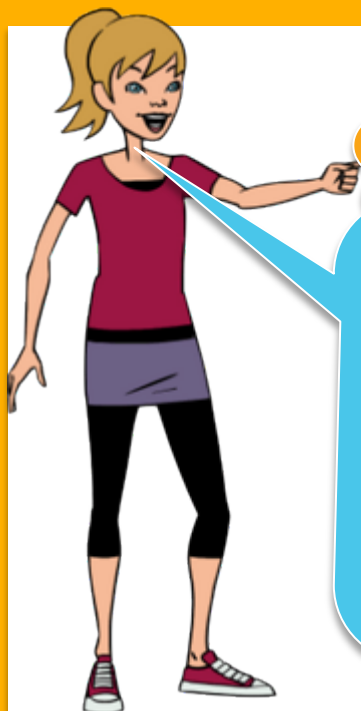
Show your prototype to people in your target market and ask what they like about the design and what you could improve.

Write their feedback here:

6. FINALLY

If you have time you can make another improved 'prototype' that takes on these ideas to make your product even better. Get feedback on it to confirm that your target market also think it is an improvement.





Harvey's Tip



"It's important to think about how you design your packaging too, make sure this appeals to your target market's preferences. What sort of packaging would appeal to them?"



CK Business Kit Activity

Now that you know what your product design is, it's time to order your materials from Cleverpatch. Inside your Business Kit is a Cleverpatch Wishlist. Visit www.cleverpatch.com.au to see what materials you can spend your \$40 gift card on. Write these materials in each line of your Wishlist and fill in the quantity and prices. Try to keep the total under \$40 including GST. Your mentor will then collect these for you and place your order online. Remember, you might like to save some of your \$40 to spend on materials to decorate your market stall. We'll talk more about this in module 10.



GOAL KEEP

Will your product design help you achieve your mission statement? And will your target market want to buy your product so that you can reach your sales goal?

