# Lesson 18 – Smart Car Part 1

|  |  |
| --- | --- |
| The Big Picture – Why Is This Relevant? | Learning Objectives |
| * Introducing the project’s goals * Identifying the key factors that designers and manufactures go through in order to bring products to the marketplace | * Apply the skills and knowledge developed during the course to complete a team project * Perform a stakeholder analysis. * Complete a project SWOT analysis |
| Engagement – How Can I Engage Learners? | Assessment for Learning |
| * Give Learners plenty of opportunity to research * Using drama workshop style lesson will encourage Learners to think more deeply about the perspective of different people | **Expected Progress:**   * Learners identify some stakeholders   **Good Progress:**   * Learners identify most/all stakeholders and performed a SWOT analysis   **Exceptional Progress:**   * Learners perform a detailed SWOT analysis and have started to think about the impacts of the Technology Adoption Cycle (TAC) on the product |
| Links to KS3 Programme of Study | |
| * undertake creative projects that involve selecting, using, and combining multiple applications, preferably across a range of devices, to achieve challenging goals, including collecting and analysing data and meeting the needs of known users | |
| Key Concepts | Key Words |
| * Stakeholders and SWOT analysis | * Stakeholder * SWOT Analysis * Technology Life Cycle (TLC) * Technology Adoption Cycle |
| Differentiation | Resources |
| Some Learners will struggle to look at the product from different perspectives  Grouping Learners and getting them to act from one perspective will ensure that everyone will have ideas from all points of view | * Lesson 18 ppt * Lesson 18 Activity Sheet * PC * Internet access for research * Paper, Pens, Pencils * Pre-prepared SWOT templates (Slide 6) |
| Lesson flow | |
| * Introduce the learning objectives * Introduce the project scenario. Ensure the Learners are aware of the primary and secondary goals * Discuss stakeholders – use the table (Slide 4) to start Learners identifying the stakeholders of the project * Discuss the purpose of SWOT analysis the identify the strength, weaknesses, opportunities and threats * Use Slide 6 as a template and get the Learners to perform a SWOT analysis * Discuss the different factors that inform design decisions (Slides 7–9) ensure your discussion identifies both consumer and manufacturer impacts * Explain the TLC and TAC and its important * Start Learners thinking about how they will encourage early adopters and move to the early majority * Start the Learners thinking about how this will link to marketing * Encourage Learners to attempt the Stretch Tasks | |
| Making | |
| No making activities in this lesson. | |