



Product design - Activity plan



Preparation

Organise the class into groups of 3-5.

Resources

Large paper (A3 or larger)
Coloured pens and/or pencils

Introduction/context

Introduce the idea of a product (goods or service). Each business has a product. It is what they sell. It could be an item or a service. Ask the class to name businesses they know, and work together to name the product that business sells e.g. McDonalds – the product is fast food, Ryan Air – the product is flights to other countries.

Allocate working groups and issue the learners with the resources.

Outline the task.

In groups, work together to create a product for an imaginary business.

Your product should be something new and different for the home. You must first find a problem that needs to be solved and design a product to solve or help that problem.

Provide examples if necessary, e.g. tidying up toys is always so difficult and boring.

Create a wall of open boxes to throw toys in from across the room.

Ask learners to draw their designs and label with the features and details of their product, including materials they would use.

Vocabulary

Product, business, goods, service

Timing
As required

Product Design

Establish a suitable timeframe for the groups to come up with ideas and design their products. Provide guidance to learners with leading questions to elicit ideas.

Timing
10-20 mins

Presentation

Ask learners, one group at a time, to informally present their ideas.

Timing
10-20 mins

Conclusion

Facilitate a class discussion about the ideas and whether they think they would make good businesses. Prompt learners into thinking about: The amount of demand for the product (i.e. how common the problem is), how likely people are to buy (i.e. the expense of the solution), how would it be made (materials, complexity, etc).

Variations/expanding on the activity

To expand on the activity, allow learners additional time to research, plan and present.

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