

Prototype, Operations, and Marketing

Journey through Prototypes



Use Powerpoint, found on website, to help you answer the following:

You can submit your assignments in your company groups.

(Submit your answers in black font)

Prototyping activity

If it's a product:

What materials will you use?

What shape will it be?

Will there be one kind or multiples?

Any other information you think is important for your product?

Sketch out the design and share with the class.

If it's a service:

What materials are required?

What room or location will you use? Why?

How will the space or app be set up?

Any other information you think is important for your product?

Sketch out the design and share with the class.

Operations Activity

Location – Where you get your products from and where you will sell them?

Equipment – What equipment is involved?

Labor – Who is involved? What roles will everyone have?

Process – The steps or actions taken to make the business successful?

CONT'D ON NEXT PAGE...

Marketing Activity

1. Think of a product or service (not your own company) you're familiar with and discuss the values offered. Think about how that company markets to customers. What benefits or values are offered by this product or service? How does the company show these values to you?

2. Take a look at the packages of Level Grounds' products. What key information is included? What catches your eye about their products? Can you use similar strategies on the products or services you create as a group?

Final Company Name: _____