



UNIT 2: IDEATION PROCESSES

Assignment 2.1: Demand for Wastebaskets

Objectives

Students will be able to:

- Explain the process of generating ideas for new business ventures
- Understand the significance of determining consumer demand for entrepreneurial success by assessing consumer preferences
- Demonstrate the impact of consumer choices on product groups.

Part 1

Directions: Use your prior experience and the vocabulary provided to answer the questions below.

Vocabulary Bank	
consumers	a generic term encompassing those who have purchased or might purchase a product or service
demand	the amount of interest consumers have in purchasing a product or service

1. Why does someone buy something?

2. What do successful businesses do when they learn information about consumer demand?



3. Why is it important to recognize consumer demand when determining the success of entrepreneurial ventures?

Part 2

Directions: You will be divided into six groups. Five of those groups will represent companies selling wastebaskets; one group will represent consumers. Each member of the consumer group has \$10 to spend. Using this information, follow the group-specific directions below.

4. My assigned group: consumer or product?

Product Groups

Use the information from the brainstorming session at the start of the lesson to do a conceptual design of a wastebasket that addresses the problems presented with wastebaskets (odor, aesthetics, and overflow).

- Conceptual design:

Product Groups

Once the design is completed, develop a 15-second product pitch for this new design. Pitch should be brief and concise but still highlight the design's unique features and benefits.

- Product Pitch

Consumer Group

Create a list of characteristics that you want to see when product groups present their conceptual design. You will use this list to determine which ONE product you will buy.

- List of characteristics:



Part 3

Directions: After product groups pitch the consumers for 15 seconds each and the consumer group selects their one product, respond to the reflection questions below.

5. How did the results fit the concept of *demand*?

6. In the real world, how would the consumer group's choices impact the product groups?

7. How could incorporating insights from customer surveys have contributed to the product brainstorm and design process?



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Part 1

Directions: Use your prior experience and the vocabulary provided to answer the questions below.

Vocabulary Bank	
consumers	a generic term encompassing those who have purchased or might purchase a product or service
demand	the amount of interest consumers have in purchasing a product or service

1. Why does someone buy something?

- Because it fills a need they have
- Because they want it (which would prompt a further question of “Why?”)
- Because they think someone else might want it (a gift)
- Because they think they *should* want it

2. What do successful businesses do when they learn information about consumer demand?

The most successful business is one that understands and anticipates the factors that influence demands.



3. Why is it important to recognize consumer demand when determining the success of entrepreneurial ventures?

It ensures that the products or services offered align with the needs and preferences of the target market, increasing the likelihood of customer adoption and business profitability.

Part 2

Directions: You will be divided into six groups. Five of those groups will represent companies selling wastebaskets; one group will represent consumers. Each member of the consumer group has \$10 to spend. Using this information, follow the group-specific directions below.

4. My assigned group: consumer or product?

Student should specify their assigned group, either consumer or product

Product Groups

Use the information from the brainstorming session at the start of the lesson to do a conceptual design of a wastebasket that addresses the problems with wastebaskets (odor, aesthetics, and overflow).

- Conceptual design:

- Stainless steel
- Has a lid
- Can fit behind a curtain
- Essential oils infused on the front
- Bluetooth accessibility with reminders to change trash bags prior to overflow

Product Groups

Once the design is completed, develop a 15-second product pitch for this new design. Pitch should be brief and concise but still highlight the design's unique features and benefits.

- Product Pitch



Consumer Group

Create a list of characteristics that you want to see when product groups present their conceptual design. You will use this list to determine which ONE product you will buy.

- List of characteristics:

- Sleek
- Tall
- Wide
- Lid
- Pedestal
- Easy to remove trash bags
- Unique odor-blocking technique

Part 3

Directions: After product groups pitch to the consumers for 15 seconds each and the consumer group selects their one product, respond to the reflection questions below.

5. How did the results fit the concept of *demand*?

The consumer group had an interest in purchasing a product that had an innovative solution for odor. If more consumers want this feature then products will continue to be made to meet the demand.

6. In the real world, how would the consumer group's choices impact the product groups?

The consumer group chose a wastebasket where the lid had a built-in essential oils diffuser. Their decision would cause product groups to design wastebaskets using the same feature.

7. How could incorporating insights from customer surveys have contributed to the product brainstorm and design process?



Surveys could provide valuable feedback on customer preferences, needs, and pain points that could aid in the development of a product better aligning with the target market's expectations, increasing its chances of success.