

# Business Design Day

<b>INDUSTRY FOCUS AREA:</b>	All
<b>VICTORIAN CURRICULUM LINKS:</b>	Links to the FYA program \$20 Boss
<b>TECHNOLOGY USED:</b>	iPads
<b>YEAR LEVEL:</b>	Year 9
<b>DURATION:</b>	1 Day
<b>LEVEL:</b>	Beginner

## Introduction

This program is intended to support students taking part in the \$20 Boss program designed by the Foundation for Young Australians.

The Business Design Day program will introduce students to the Design Thinking process with a focus on the Empathy and Define stages. By completing the program, students will understand how to identify a user group, create a persona, and develop a user journey map. This process will help students identify and define meaningful problems to solve, leading to more successful business enterprises.

## Program Summary

Students will begin by learning about the five stages of the design thinking process. After a general overview of the process, students will focus on the Empathy and Define stages. Students will start by identifying a user group and conducting different types of research to understand this group. They will use the information to develop a persona; a fictional person who represents the group. Students will then map a typical day for this persona using a User Journey Map. This will enable students to identify opportunities and barriers for the persona. These opportunities and barriers will present students with options for their business, ensuring that their ideas are focused on an unmet need, leading to more successful businesses.

## Taking part in this program, students will collaboratively:

- Develop their understanding of and ability to use the Design Thinking process
- Develop user personas
- Develop user journey maps
- Identify opportunities and barriers around which they can develop business ideas

## Career Links:

Design Thinking is being used across all industry areas. Developing these skills can help students in any future career they choose to pursue.

