STORYTELLING

O·CITY

| Module III | Course Testing Business Ideas | Topic 4 Experiments | Lesson 2 Discovery Experiments |

Activity

- **Short Description**: Storytelling is the process of using facts and narratives to convey something to the audience. This activity dedicated to storytelling. After reading the story, students will have the opportunity to answer a few questions and discuss the topic with the teacher.
- **Methodology**: Learning by discussion or debate
- **Duration:** 10 min
- **Difficulty (high - medium - low)**: Low
- **Individual / Team**: Individual
- **Classroom / House**: Classroom or House
- **What do we need to do for this activity?**
    - **Hardware: None**
    - **Software: None**
    - **Other resources** (Post-its, papers, pens, markers, etc.)

Description

- **Text description**:

- Pretend to Own means creating a non-functional prototype of a low-fidelity solution to determine if it fits into the everyday life of the customer. There are 3 steps:
    1. Prepare,
    2. Execute,
    3. Analyze

Now we will pass to the story about Wooden Palm Pilot.

Instructions

1. Read the story about Wooden Palm Pilot, answer the proposed question, and discuss the topic.

Expected outcomes

- Students will be able to hear and understand a real-life example and put themselves in the role of a Jeff Hawkins.

Let's hear the story about Wooden Palm Pilot

Resource: Pixabay

„Before the Palm Pilot was created, Jeff Hawkins wanted to gauge the desirability of the product. He had seen personal digital assistants in the past that were feasible, but not desirable. These ultimately led to large expensive failures. Jeff Hawkins cut a block of wood to fit the overall size of the envisioned product and printed out a simple user interface, like the one he envisioned. He taped the printout over the wooden block and used a wooden chopstick as the stylus. This was rough enough that it only took hours to create. He then carried it around in his pocket at work for months to determine the desirability of the value proposition in the real world. When someone asked for a meeting or email, he would pull the woodblock out of his pocket, tap on it with the chopstick and then put it away. After several instances when he felt it would've been useful to have the real product, only then did he decide to go forward with the product development of the Palm Pilot."

Evidence Palm Pilot Engagement Logbook

- Carried the device in my pocket 95% of the time
- Pulled it out to use it an average of 12 times
- For scheduling appointments: 55% of the time
- To look up phone numbers or addresses: 25% of the time
- To add to or check a to-do list: 15% of the time
- To take notes: 5% of the time

*Adapted from The Right It by Alberto Savoia

Time for questions…

1. **What do you think..Is it important to always have a product prototype with you? (Yes/No) Why?**
2. **What do you think.. Is it good for you to show your product prototype to everyone? (Yes/No)Why?**
3. **What do you think.. Is it important to listen other peoples opinion about your product? (Yes/No)Why?**

DIGICOMP (Competences developed): *Evaluating data, information, and digital content*

ENTRECOMP (Competences developed): *Learning through experience, Motivation and perseverance*

ANNEX:

DIGCOMP	ENTRECOMP
1. INFORMATION AND DATA LITERACY	**1. IDEAS AND OPPORTUNITIES**
1.1 Browsing, searching and filtering data, information and digital content	1.1 Spotting opportunities
	1.2 Creativity
1.2 Evaluating data, information and digital content	1.3 Vision
	1.4 Valuing ideas
1.3 Managing data, information and digital content	1.5 Ethical and sustainable thinking
2. COMMUNICATION AND COLLABORATION	**2. RESOURCES**
2.1 Interacting through digital technologies	2.1 Self- awareness and self- efficacy
2.2 Sharing through digital technologies	2.2 Motivation and perseverance
2.3 Engaging in citizenship through digital technologies	2.3 Mobilizing resources
2.4 Collaborating through digital technologies	2.4 Financial and economic literacy
2.5 Netiquette	2.5. Mobilizing others
2.6 Managing digital identity	
3. DIGITAL CONTENT CREATION	**3. INTO ACTION**
3.1 Developing digital content	3.1 Taking the initiative
3.2 Integrating and re-elaborating digital content	3.2 Planning and management

3.3 Copyright and licences 3.4 Programming	3.3 Coping with uncertainty, ambiguity and risk 3.4 Working with others 3.5. Learning through experience
4. SAFETY 4.1 Protecting devices 4.2 Protecting personal data and privacy 4.3 Protecting health and well-being 4.4 Protecting the environment	
5. PROBLEM SOLVING 5.1 Solving technical problems 5.2 Identifying needs and technological responses 5.3 Creatively using digital technologies 5.4 Identifying digital competence gaps	