

Aim Provide an Enterprise Challenge activity developing a new design for a television.

Preparation Preparation

VIEW Retail must be pre-installed on a stand alone PC or network (where licensed). The work experience activity could be undertaken by an individual or group of students.

Students will need some support in beginning their exploration of VIEW Retail. This can be achieved through a quick demonstration of by using the 'student guide' first. The students may also benefit from having access to maps on a printed sheet, to help them navigate around.

Students will need the attached student sheet with a pen or pencil, writing on the sheet or on another piece of paper.

Students need some resources to help with their design activity, either paper based on through appropriate design software.

Links to WRL Enterprise
GCSE Business
Design Technology

Outcomes Improved skills with VIEW
Familiarisation with topic content in VIEW
Improved understanding of enterprise
Improved problem solving key skill development

Pre activity Some familiarisation with VIEW is necessary as the students need to look around the Television sales area on the fifth floor.

Encourage students to understand the challenge including the context in which it is set.

Activity Enterprise challenge
The student designs a new look for television, using a wider range of colours, shape and functionality. They must present their designs and sell their product.

Post activity Vote on the winner.
Discuss the fast pace of change for electrical goods and speculate on the future for devices that are portable and combine a range of functions, such as phone, camera, computer etc. Will electrical goods become as 'brand sensitive' as clothes?

Extension activities Explore other electrical goods and consider how much the unique selling points. How important is the look of say a washing machine, cooker, iron?

You will need...

You will need pen and paper to record your ideas and present your solution.

The maps of each floor of the House of Fraser may help you record what you find and make it easier to locate it later.

Using the VIEW Retail application, enter the front doors of House of Fraser. For this challenge you may need to find the lifts and travel to the fifth floor.

Move to the west end of the floor and find the sales area for televisions.

The Challenge

The store manager overheard a customer say that they thought all televisions looked alike, same colour and shape.

You are the representative of a company selling televisions but in a much wider range of colours, shapes and designs than is normally found.

The House of Fraser store manager has invited your company to make a short presentation about the televisions you sell which look very different. Perhaps House of Fraser might stock your television and make sales for your company. If you could persuade them to stock your product you will have done very well for your company.

The manager is cautious about your company's designs and needs convincing.

Design a new look for a television and show the store manager your designs and convince him to stock your new televisions. Use whatever presentation method you have available to help make the sale.

