



Keith Fix - Retail Aware

Learning Goals

Generate a wide range of ideas for solving a problem or challenge they have identified in a previous design step. By the end of the lesson, students will have identified potential solutions to the problem they identified.



Design Challenge Resources

- ☐ Innovator Insights Video: Keith Fix
- ☐ Word Wall Graphic Organizer
- ☐ Innovator Insights Collectors Card
- ☐ Innovator Insights Notes
- ☐ What if Problem Solving Graphic Organizer

Steps

1. Explore Key Questions for each video. Use those questions to engage before, during and after the videos.
2. Watch each video as a class, in small groups as a station, or individually.
3. Complete the innovator insights documentation log with key information about the innovator featured in the video.
4. Discuss in small groups or as a class:
 - a. The Type of Innovation
 - b. The Problem Being Solved
 - c. Who innovation helps
5. Write or record any additional questions you would like to ask the innovator.
6. Record the Insight Unlocked vocabulary words to the word wall document.
7. As an extension to the video, complete the **Ideation Design Challenge: Prototype!** from the innovator insights toolkit.

Vocabulary

Retail: Are items or services that are sold directly to people, usually in stores or online.

Anonymous: Anonymous means something is done or said without revealing who did it. It’s like a secret, where the person’s name is not known.

Key Questions

- Before**
- What does the word retail mean to you?
 - In an ideal world, what would school look like for you?
- During**
- Have you ever tried to start a business or sell something like a lemonade stand?
 - When is a time when you have asked the question why more than once? How did that help you understand the situation
- After**
- How is curiosity a part of the innovation process?
 - When have you overcome a problem or challenge in your life?

Insights Unlocked

Rural
Lifesaver

Automation
Enthusiast

Intelligent
Robot

Career Field

Business, Marketing, and Management



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Learning Goals
Identify a method and create a prototype of an innovation that solves a problem.
Resources
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Career Field: Business, Marketing, and Management
Insights Unlocked
Dedicated Champion Active Enthusiast Connected Coach