

Product Innovation and Design Thinking Workshop

1. Role-Play Dialogue Text (Approximately 10 minutes)

Scenario: A product development team is discussing new product ideas using design thinking principles. The conversation takes place in a brainstorming session.

Characters:

- **Emily (Product Manager)**
- **David (Lead Designer)**
- **Sophia (Marketing Director)**

Dialogue:

Emily: We've been exploring ways to create a product that better aligns with our customers' needs. If we apply design thinking, then we could develop innovative products that truly resonate with our audience.

David: That makes sense. Design thinking encourages us to empathize with our customers, define their problems, and ideate solutions. If we conduct more user research, we might uncover pain points that competitors have overlooked.

Sophia: Absolutely. Our market analysis suggests that customers are looking for more intuitive and sustainable products. If we incorporate eco-friendly materials, then we may gain a competitive advantage.

Emily: That's a great point. However, we also need to ensure that our product remains cost-effective. If we reduce manufacturing costs while maintaining quality, then we can maximize profitability.

David: Agreed. If we prototype early and test frequently, we could avoid expensive mistakes later on. Rapid iteration is key.

Sophia: That's true. We should also involve stakeholders in the testing process. If we gather early feedback from key clients, then we can refine our product before the official launch.

Emily: Perfect. Let's assign tasks. David, please oversee the prototyping phase. Sophia, work on customer insights. I'll coordinate with production to ensure feasibility.

David: Sounds good! Let's get started.

2. Comprehension Questions and Sample Answers (Approximately 5 minutes)

Q1: What is the main focus of the discussion?

A1: The team is discussing how to apply design thinking to develop an innovative and customer-focused product.

Q2: Why does David suggest conducting more user research?

A2: He believes that user research will help uncover pain points that competitors have overlooked, allowing them to create a more effective solution.

Q3: How can the company gain a competitive advantage according to Sophia?

A3: She suggests incorporating eco-friendly materials into the product, which could attract environmentally conscious consumers.

Q4: What strategy does David propose to avoid costly mistakes?

A4: He recommends prototyping early and testing frequently to identify and fix issues before full-scale production.

3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review the dialogue, key vocabulary, and grammar points (modal verbs and conditionals).
- Be prepared to explain design thinking concepts if necessary.

Introduction (2–3 minutes):

- Begin with a warm-up discussion: “What makes a product truly innovative?”
- Introduce the lesson objectives: Understanding design thinking, conditionals, and modal verbs in a business discussion.

Reading & Analysis (10 minutes):

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural flow.
- Highlight key grammar structures, such as **“If we apply design thinking, then we could develop innovative products.”**

Comprehension Check (5 minutes):

- Ask the comprehension questions and encourage discussion.
- Provide immediate, constructive feedback.

Role-Play Practice (Remaining Time):

- Conduct a role-play session where the teacher takes one role (e.g., Product Manager) and the student another (e.g., Marketing Director).
- Encourage the use of targeted vocabulary and grammar structures.

Wrap-Up (2–3 minutes):

- Summarize key vocabulary and grammar points.
- Assign a homework task: Prepare a short proposal or presentation on how to improve an existing product using design thinking.