Module 3
Product Development and Planning

Lesson 1
(Optional/Face-to-face)

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Starting Up Young Social Entrepreneurship

Module 3

Product Development and Planning

Learning Outcomes for todays Face to Face Session

By the end of this session you will:

- Have had opportunity to develop your imagination
- Have had opportunity to develop your problem solving skills
- Have had opportunity to develop your own customer satisfaction survey

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Product Development and Planning

It is important to have a plan for our idea as we need to know clearly what we want to achieve with our product and how we want to achieve it and when.

A young social enterprise can be difficult initially to get off the ground, there is sometimes a stigma with young people however it is important for you to be passionate about your product and express this well.

Age is only a number

You will meet other people who are social entrepreneurs, listen and learn from them. Build your experiences and develop with the support around you.

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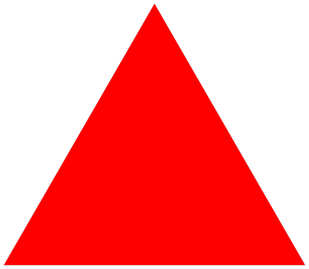
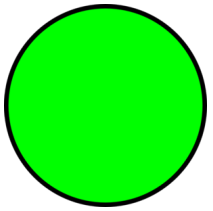
Imagination

Imagination is often linked to child like qualities however if you have a product, you need your imagination to develop this and support its change and progress.



This is linked to the green dot theory.
Lets watch this video – The **Green Dot** Theory



We hope this is aimed to help you see that what you have as initial ideal, the **green dot**, might change and develop over time. Your end destination or product might not be exactly the same as you initially expected

It is good for our ideas to develop and evolve over time using constructive feedback and ensuring we meet the necessary need.

The end product might be a **red triangle** as apposed to your initial **green dot**.

10 minute video
https://www.youtube.com/watch?v=-qw7vOix5zw

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Problem Solving

Starting your social enterprise will not be straight forward and you will come across some problems at times. It is important that you have not disheartened by this but yet you think differently to solve the problem you are faced with.

Often getting together with others, discussing and sharing ideas will help you come to a solution and solve your problem. This will help adapt and support a different way of thinking, thinking outside the box and no always having tunnel vision.

It is often that when we are faced with a problem the solution isn't always obvious, we don't always see the solution straight away.

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Customer Satisfaction Survey

When we have our product and samples/prototypes or we have rolled out our product it is helpful to gathe customer satisfaction.

We can do this by product a survey or questionnaire, either by personally asking questions or using onlin technology to produce and send out a survey.

A customer satisfaction survey will ask your customer questions, which you have generated in order to provide you with some information and real feedback of what they really think of your product. These surveys can be helpful as they also help highlight any difficulties or problems with your product and help identify any future improvements for your product.

A customer satisfaction survey needs to be developed by you and you need to ask the right questions, questions that you want to know and analysis information from – your questions should be short and relevant to what it is you want to know and achieve.

If you ask it, use it.

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