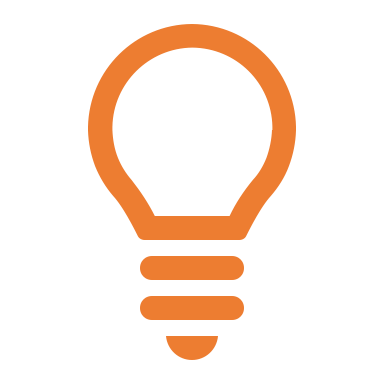
**Project – Based Learning (PBL)**

**Template**

Project-Based Learning is a teaching method in which students gain knowledge and skills by working for an extended period of time to investigate and respond to an engaging and complex question, problem or challenge

**PBL code name: C7\_S2\_6**

**PBL title: Smart Watch**



**Project Idea**

You recently started working in a newly formed company that produces and sells smart watches. One key attribute is that all smart watches are produced from 100% recycled materials.

You have been asked to formulate the market requirements for the new company and to formulate the Business Goals of this newly formed enterprise. You should also create a persona of your ideal customer. Write all findings on a flipchart and present the newly founded company. You can also give your company a creative name and make assumptions about where it is located if this is relevant for you.



**Driving Question(s)**

1. What problem is your watch solving?
2. What would happen if your product would not exist?
3. How can you ensure that your company is resilient?
4. Who is your ideal customer?



**Objectives**

* *Create a flipchart where you write down all important aspects.*
* *Hold a short 5 min. presentation and explain to the other participants what you found out.*

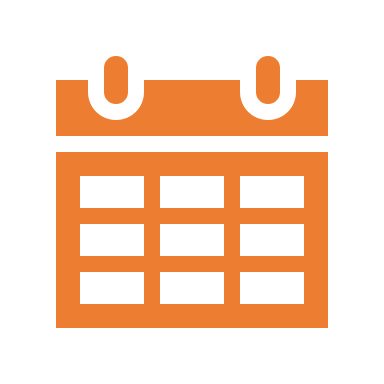


**Tasks**

* *Create a flipchart presentation with your main findings*
* *Draw the persona (or print it out) on the flipchart*
* *Be creative and think outside the box*



**Notes**



**Project Plan**