



Overview

For spring 2021, six new experiential exercises were created for use in an undergraduate level asynchronous online New Product Development (NPD) course. The overall goal was to supplement or replace engaging, active learning exercises that had been used successfully in a face-to-face classroom format.

- These assignments can be modified for utilization across different subjects and to work in online, hybrid, or face-to-face modalities.
- The exercises address the different listed learning objectives in the course, and allow students to practice skills in an LMS environment, such as using discussion board forums, uploading photos and videos, sharing links, and providing peer-to-peer feedback.
- The activities are individual and/or involve responding to peers, and all of them could be adapted further to work in either individual or group formats.
- The deliverables were specifically created to work under pandemic conditions (but would also be appropriate for use post-pandemic), and allow students to use items that (for most) would be readily found or easily obtained at home.

The directions are provided as they appeared in Blackboard. My aim in presenting these is to inspire others to think creatively and to incorporate fun, experiential learning exercises as part of their active learning approaches!

Paper Airplane Exercise

Learning Objective(s): Illustrate concept of Design Thinking for NPD, including Rapid Prototyping

1. Gather the following materials:

- One 8 1/2 inch piece of paper (regular weight).
- One pair of scissors.
- (regular tape as needed)

2. Create your paper airplane using the paper. **Note:** You may cut the piece of paper and tape together different pieces of the paper as needed.

NOTE: You may conduct research on the Internet to come up with a design. You can also try out several designs (just use a new piece of paper) or make modifications to your paper airplane after trying out the design (but do not use more than the one piece of paper).

3. Fly your paper airplane. Practice several times. The airplane should perform one of the following either indoors or outdoors:

- One or more loops before hitting the ground. A loop is considered one full circle.
- At least one second in the air before hitting the ground. **Here's my paper airplane and flight - you will do much better!** [Transcription of video: Prof Meamber shows closeups of paper airplane before flying it. It flies and hits the ground. Prof Meamber walks over to where it has landed on the ground to pick it up.]

Prof Meamber's paper airplane (00:22)



4. Create a video of your paper airplane flying. You may try to record the video yourself or ask a person inside of your household bubble to record it while you fly the paper airplane.

How to create a video:

- Record and upload to My Media on the Blackboard Course site, using Mobile Media Uploads instructions: [here](#).

OR

- Record a video clip using a tablet or smart phone in mp4 format, and save on your computer. Read how to upload the video file to [My Media](#).

Note: Find more help with Kaltura [here](#).

5. Upload the video to this discussion forum. Select "Create Thread" in this discussion forum to submit your video. Read [how to submit the video to the discussion board](#).

6. Answer the following questions in the same discussion board posting:

- Did you research your design?
- Did you try multiple designs or make any modifications to your initial product design after trying it out? If yes, how many designs did you try and/or what modifications did you make?
- How many times did you practice to get the performance you desired for the video?

Winners in several categories (loops, time in the air, etc.) will be announced after grades are assigned.

This is a graded/required assignment worth 10 points. It is due on Sunday by 11:59 pm.

ENGAGING EXPERIENTIAL EXERCISES

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Opposites Attract Exercise

Learning Objective(s): 1) Demonstrate principles in fostering "we" teams in NPDP
2) Practice product ideation

1. Select "Create Thread" in this discussion forum.

- In your introductions in the discussion forum on Blackboard, you were asked to list your least favorite activity – list it again in this discussion forum.
- Brainstorm a product idea that solves your disliked activity and describe it. It should be feasible – i.e., your team could use it as the idea for the team product.

This part is due on Thursday by 11:59 pm.

2. As individuals, please review each of product ideas provided by your team members in part 1 in this discussion forum. Pick out your team members' submissions from the threads created in part 1. Select "Reply" and provide a suggestion to improve the idea **OR** provide another idea of your own to complete the activity for each of your team members. **NOTE:** You are replying to the original postings; you do not have to reply back to each of your team member's replies to you.

This part is due on Sunday by 11:59 pm.

This is a graded/required assignment worth 6 points.

Jobs to Be Done Exercise

Learning Objective(s): 1) Identify customer problems with or failing aspects of existing products
2) Produce solutions/product ideation

1. Select "Create Thread" in this discussion forum.

- Choose a task that you are required to do and describe it.
- Tell us what is difficult about completing the task.
- Think up an idea to improve your completion of the task. It can be feasible or infeasible – be creative!

This part is due on Thursday by 11:59 pm.

2. Pick a task and idea your classmate(s) wrote about, select "Reply" and provide a suggestion to improve the idea **OR** provide another idea of your own to solve the problem or complete the task.

This part is due on Sunday by 11:59 pm.

This is a graded/required assignment worth 6 points.

What's In Your Residence? Exercise

Learning Objective(s): 1) Formulate new product name/brand
2) Generate prospective target customer persona

1. Pick an item/product in your place of residence. Think up a new name (brand) for the product, and identify a potential target customer profile (customer persona) for the product. The customer persona must include:

- Descriptive name (e.g., Foodie Frank OR Foodie Francine)?
- Demographic information (family, education, gender identity, income, etc.)?
- Key values and beliefs?
- Job/Employment Details?
- Where do they go for information?
- What are their media habits?
- What are their hobbies/leisure activities?
- What motivates them to share information with others?
- How are they trying to create a meaningful life?
- What specific challenges do they face?
- What are their hopes and aspirations?
- What are they afraid of?
- From where do they draw their identity (e.g., work, family, hobbies, etc.)?
- What products and services do they buy/consume related to your product?

Select "Create Thread" in this discussion forum. Post a photo or description of your product, along with the new name/brand, and target customer profile.

This part is due on Thursday by 11:59 pm.

2. Pick one of the items/products your team members posted about, select "Reply" and provide 1-3 sentences of feedback on the name and/or customer persona.

This part is due on Sunday by 11:59 pm.

This is a graded/required assignment worth 15 points.

Squiggle Birds Exercise

Learning Objective(s): Practice creativity and creating rough drawing

This is an extra credit opportunity worth UP TO 2 points total. It is DUE by Sunday, 2/28/21 by 11:59 PM.

- Requirements: Submit a 1-2 minute video (double check your submission and to the best of your ability make certain I will be able to view the video) of your practice completing the Squiggle Birds exercise that cultivates creativity and visual thinking. You have several options of materials to use to complete the exercise:
 - Option 1: Use a sheet of paper and a pencil/pen and draw the squiggle birds. Note: you will need to have a person in your household bubble take the video or use a tripod or other means of standing up your video device to record your practice. **You only need to show your piece of paper and hand drawing the squiggle bird.** After you have recorded and saved your video, upload it here.
 - Option 2: Use an online drawing program that you are familiar with and have access to that has a recording feature or set up your video device to record (or have a member of your household bubble record) your screen as you use the drawing program. **You only need to record your screen as you draw the squiggle birds.** After you have recorded and saved your video, upload it here.
 - Option 3: If you have a Mason or other account with Zoom that will allow you to record a meeting, you can start a meeting with yourself as participant and pull up the whiteboard and draw and record the session, save it, and upload the video. **You only need to record the whiteboard of you drawing the squiggle birds, so minimize or hide the video panel of your face so you are not shown on screen. Click here for instructions.** (link will open in a new window)
- For the instructions of how to do the exercise - watch this video by clicking [here](#). (link will open in a new window)
- For information on a Zoom account from Mason and Zoom whiteboard see the following (link will open in a new window)
 - [Mason Zoom account](#)
 - [Zoom whiteboard](#)
- To see my attempt using a Zoom whiteboard watch this video. **Note: you do not have to have background music with your video.**

Squiggle birds with music (01:10)



Taglines Challenge Exercise

Learning Objective(s): Analyze messaging components based on brand/product positioning

1. Read and take the interactive quiz on taglines at *USA Today*.

IMPORTANT: MAKE CERTAIN YOU CLICK ON THE QUIZ. NOT ON ONE OF THE ADS AT THE SITE. GO TO <https://www.usatoday.com/story/money/media/2018/03/19/kfc-kay-jewelers-those-easy-can-you-match-these-other-slogans-and-brands/433176002/>

2. Select "Create Thread" in this discussion forum. Pick a tagline (slogan) that you've read about in #1 or another tagline that you are familiar with, and analyze it based on what you've learned about USPs/taglines. Write out the tagline and tell me and your peers why it is a good tagline or why it is not in 200 words or less. Do not just repeat what is discussed in the readings. Apply what you've learned about USPs/taglines in this lesson in your analysis.

This is a graded/required assignment worth 10 points. It is due on Thursday by 11:59 pm.

Variations and Adaptations

- **Paper Airplane:** Team-building activity. Ask students to create and fly airplane in classroom.
- **Opposites Attract:** Team-building and problem-solving activity. Form teams based on disliked activity as related to particular course topic or based on problem-solving ideas.
- **Jobs to be Done:** Problem-solving activity. Ask students to interview others to identify what is difficult about completing any relevant task. Ask students to work together to devise solutions.
- **What's In Your Residence?** Creative activity. Ask students to bring an item from home into the classroom, or post a photo, or show it on screen. Use item as stimulus for discussion related to course content.
- **Squiggle Birds:** Creative activity. Ask students to complete in classroom or use virtual whiteboard.
- **Taglines Challenge:** Analysis activity. Ask students to create own slogan and tie to course content.

Sources and Acknowledgements

1. *Paper Airplane:* Adapted from: STEM Paper Airplane Loops <https://www.madison-schools.com/cms/lib4/MS01001041/Centricity/Domain/410/jumpstart%20activities%20index%20card%20loops%20catapult%204sculpture.pdf>
2. *Opposites Attract:* Adapted from: 12. Opposites Attract Challenge <https://www.slu.edu/parks/current-students/docs/innovation-challenges-vol-2.pdf>
3. *Jobs to be Done:* Adapted from: Do the Job <https://disruptorleague.com/2017/08/29/29-innovation-activities-for-your-next-ideation/>
4. *What's In Your Residence?:* Adapted from: 30. What's On Your Desk? <https://www.betterteam.com/team-building-activities>
5. *Squiggle Birds:* Chris Glynn and Dave Gray <https://gamestorming.com/squiggle-birds/> and music Cat Walk 371 @Mixkit.co
6. *Taglines Challenge:* Adapted from: 4. Logos and Taglines Challenge <https://www.slu.edu/parks/current-students/docs/innovation-challenges-vol-2.pdf>
7. Spring 2021 MKTG 353 New Product Development students
8. Summer 2020 School of Business Pedagogy Innovation Program and Showcase – many thanks to Dean's Office and colleagues for their support and feedback!