



PRODUCT/SERVICE INNOVATION DEVELOPMENT

2024 WorkWonder Apprenticeship Program

ABOUT

This Deep Dive explores the process of creating and introducing new or improved products or services to the market. Apprentices will collaborate in design teams to select a product or service of interest and simulate the launch of a brand from inception to completion, immersing themselves in the start-up design process. In an effort to assist apprentices during this process, we have partnered with the founders of NOAN, a global company that puts the power of generative AI in the hands of small business owners to help them grow.

Apprentices will choose between product innovation, specifically developing and implementing novel ideas, design features, or technologies to enhance existing products or create entirely new ones. Apprentices may also choose to explore innovation in the service sector with a focus on creating and implementing new or existing services in the market with the goal of enhancing the value delivered to customers and improving overall service.

WHAT YOU WILL LEARN

The experience:

During the apprenticeship, individuals will become familiar with design methods employed by start-ups to develop products or services that challenge the status quo. Launching a brand, either a product or service, from inception to completion necessitates the following skills:

- Conceptualizing an idea
- Research and development
- Discovering and understanding user needs and challenges
- Defining the problem to solve
- Ideation, Iteration, and prototyping
- Development of potential solutions
- Documenting the process and experience
- Assembling the team's pitch.



JOB DESCRIPTION

Within a team, every member holds a distinctive role, contributing to the project's success. Apprentices must recognize and express their unique strengths within the team. They should highlight their technical skills and explain how their prior experiences in collaborative work will enhance the team's value.

Pre-requisite skills:

- Strong collaboration and communication skills
- Ability to multitask
- Time management skills
- An active approach towards learning on the job and adapting to new challenges.
- An active approach towards making mistakes. Being able to acknowledge mistakes when they occur and use them as valuable lessons about yourself and your work.
- Flexible mindset
- Contributes fresh and unique perspectives
- Takes initiative and is a self-starter
- Team player
- Passion for design or business

Expectations:

Our Deep Dive is similar to a design sprint. In this fast-paced setting, we expect everyone to arrive on time, attend all scheduled meetings, come prepared, contribute to the team's work, and share their learning and growth experiences with colleagues. Each meeting presents an opportunity for personal and professional growth.

Meeting times

MONDAY

1:00-2:30PM

Bayha Group meeting

TUESDAY

3:00-5:00PM

Deep Dive session

5:00-5:30PM

Office hours

WEDNESDAY

THURSDAY

3:00-5:00PM

Deep Dive session

5:00-5:30PM

Office hours

FRIDAY

Weekly activities

Week 1: Getting Started

- Apprentices Introductions
- Set up and pacing of projects
- Research on Products and Services (loved and not so much)
- Introduction to start-ups (Inspirations)
- Reflection/Journal

Week 2: Putting Things into Practice

- Research - Independent research, ideas and advice
- Inspiring products or services
- Group brainstorming on direction and selection of focus
- NOAN AI Introduction
- Reflection/Journal

Week 3: Understanding the Problem

- Idea, Discover, and Define
- User needs and possible challenges
- What is the product/service, how does it work, who is it designed for, and why is it valuable?
- NOAN AI
- Reflection/Journal

Weekly activities

Week 4: Design Challenge/Creating the Solution

- Develop potential solutions (multiple iterations)
- Deliver solutions that work (product or service)
- Benefits to the Consumer
- Naming criteria
- Messaging requirements
- Team Feedback
- NOAN AI
- Reflection/Journal

Week 5: Working on the Pitch

- Marketing – Website, Content, Packaging
- NOAN AI
- Final product clean-up
- Reflection on the design process and journey

Week 6: Presentation Prep

- Pitch to our Teams
- YouTube Live Showcase
- Final Celebration



REGINA KLOES-CORWIN

Deep Dive Lead

Regina has been working in education for over 23 years. This is her third year with the Bayha Group. She currently serves as Associate Principal at Palos Verdes Peninsula High School. Beyond K-12, Regina worked in higher education as an Adjunct Professor teaching business through West Hills College and as a guest lecturer teaching Design Thinking at Pepperdine University Graduate School of Education. Regina holds a doctorate in Educational Leadership Administration and Policy from Pepperdine University and has engaged in online studies at Harvard Business School, where she is a member of the HBS online Los Angeles Chapter.

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GROUP



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