

Name: _____

Aligned to the following standards:
CS.05; CCSS.SL.9-10.1; CCSS.SL.9-10.2; AG5; CRP.04; CRP.07; CRP.08; CRP.10

Product Planning

Part 1

Directions:

As you watch the [video](#), fill in the table below for the careers that are mentioned and how those careers impact product planning at John Deere. When done with the video, answer the discussion questions below.

Career	How

Discussion Questions:

1. Which career mentioned in the video do you think had the most significant impact on product planning at John Deere? Why?
2. How do the roles of different careers work together to ensure effective product planning?
3. What challenges might arise if one of these roles was not performed well?
4. Why is product planning important?

Name: _____

Part 2

Directions:

Get into the group assigned to you. With your group, obtain one Customer Card from your teacher. Use this scenario to help you fill out the planning document below.

Precision Agriculture Product Planning

Group Members:

Customer Scenario:

1. Problem Overview

Describe the customer's problem.

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Explain how your product will solve this problem.

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2. Brainstorming Your Product

Product Idea	Problem(s) It Solves	How Is It Unique or Innovative?

3. Target Audience/Customer

Who will use or benefit from your product?

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What are their specific needs or challenges?

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4. Key Features and Benefits

List the key features of your product.

- 1.
- 2.
- 3.

Describe the benefits of these features to the customer.

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Discussion Questions:

1. What was the most challenging part of product planning?
2. How did you work together as a group to plan?