

AI and E-Commerce

Your Mission: Your challenge is to launch and evolve an online product that not only grabs attention but also earns customer trust. Along the way, you'll use AI as a creative partner, respond to real-world business twists, and pitch your ideas like professionals in the global marketplace.

Pre-Visit Activity

Hook	5 mins	Kahoot: Startup and E-Commerce myths and tips . Be inspired by stories of creative entrepreneurs who started out like you, and test your knowledge of some helpful e-commerce tips, to get you in the right mindset.
Side Hustle Design	20 mins	In teams create a teen-targeted product/service and write a one-sentence "why you should buy" pitch.
Competitor Deep Dive	20 mins	- Visit an e-commerce site you could sell your product (Etsy / Shopify / Amazon). - Search for the type of product you are proposing and find a competitor product. - Take a screenshot of the competitor product's listing or sketch the layout. - List at least 5 info fields (price, shipping, etc.) - Mark any field that would be difficult for you to provide for your product. Why?
Recommended Snapshot	10 mins	- Scroll down to the recommended products for people who purchase this product - Take a screenshot / write down these recommendations. - In no more than 100 words answer: - why do you think you were shown these items? - what is one benefit and one risk of such a personalised response?
Reflection	5 mins	Discussion: "One metric that would prove my product works is... (and how we'd measure it)."

Post-Visit Activity

Product Evolution

Your products have just launched. We've created a PDF document for each team's product description, from your time at the Tech School, which have been provided. Take your product description, or the product description of another team if you prefer, and you will update or annotate it based on some general principles and your lessons learned.

Facilitator & teacher preparation

1. At the end of the onsite program, the facilitator will export each team's final product description as a PDF, zip them up, and email them to the class teacher.
2. At the start of the class, or in advance, the teacher makes this zip file available for the students.

Review	5 mins	Review product PDFs from the program. • Read your PDF product description. • As a team, highlight what you think is working creatively, and what could be improved.
Critical reflection	15 mins	• Answer in short bullet points or margin notes directly on/around product description: • Story & Clarity – Is your value proposition instantly clear to a first-time viewer? If not, what's muddling it? • Visual Impact – Does your product image grab attention in a feed of similar products? Why/why not? • Trust Signals – Does the description include elements that build buyer confidence (e.g. guarantees, testimonials, shipping clarity)? • Fit with Audience – Does the tone, style, and offer match your intended buyer? How do you know? • Metrics Insight – Which stat most surprises you? What could explain it?
Reverse Pitch	15 mins	• Instead of just updating, argue against your product as if they were a competitor. This forces teams to see weaknesses from another perspective.
Annotate and improve	30 mins	• Annotate the PDF on a PowerPoint slide or in the Word document - showing proposed changes, notes, and reasoning. • You may edit the product description, re-write the product description and/or replace the image. • The goal is to capture your thinking about how the design could be improved.
Cross-Team Challenge	10 mins	• Swap product descriptions across teams. One team becomes the "design consultancy" for another - they must give actionable improvements and pitch them back. • Adjust your description based on the peer feedback before saving your final version.
Wrap-up	10 mins	Share two edits and the hypothesis behind each.