UX Design High School Internship Program

Jennifer Buckwalter
Business teacher at Muscatine
2021 extern at Innovate 120

Part I: Overview of Workplace

- Innovate 120

- 120 South Main Street

- Started Summer 2021

- Innovate 120 is an UX Design High School Internship Program: A Career Roadmap from Preview to Prototype

- Robert Abbott, Founder and President of Innovate 120, Founder and CEO at DRVN: Teach you teen to drive safely, Founder and Managing Director at Context Digital

Part II: Workplace Focus

- Students learn the basic skills and processes of UX design

- Students working in a professional environment

- Students gain confidence

- Students learn the principles of a creating an optimal digital user experience

- Connect high school students with leaders in UX design and some of their clients

Part III: Introduce the Problem

Company ABC website needs a refresh. There are several friction points and opportunities for improvements that can support our user and business goals. The site has not had any major changes made in the last year. What are your recommendations and why? Prepare a presentation.

Part IV: Standards, Driving and Essential Questions

-Iowa CTE Standards:

9.1.2-Obtain needed information efficiently

9.3.8-Demonstrate basic web-search skills

9.3.10-Demonstrate basic presentation applications

9.3.15-Create a web page

-How can we assist this company to maximize their website?

-Who is the target audience?

-What is the problem?

-How are you going to solve this problem?

-What is the solution?

-How to select and develop content for site?

-What is the purpose of the website?

Part V: Extern Host Role

Robert Abbott is my extern host. He oversees oversees Innovate 120. I would like Mr. Abbott to be a guest speaker for my classes. Also, I would like Robert to be one of the evaluators for my students' presentations. I would invite a couple of students who participated in the Innovate 120 program to be guest speakers to share their experiences with my classes.

Part VI: Student Learning

Students will have some level of voice and choice. There will definitely be opportunities for revisions. Also, there will be opportunities for reflections along the way. Students will design how they want to answer the question(s). This will allow for creative expression.