

Scavenger Hunt

A 'Scavenger Hunt' style activity immerses students in the real-world landscape of innovation and entrepreneurship by challenging them to seek out and analyse authentic examples in their environment. Through this interactive experience, students identify entrepreneurial opportunities, observe how design thinking principles manifest in practice, and connect theory to tangible applications. This activity promotes curiosity, critical observation, and creative problem-solving, making it an engaging way to build entrepreneurial awareness and applied innovation skills.

Description	To encourage students to explore real-world examples of innovation, identify entrepreneurial opportunities, and apply design thinking principles in a hands-on, engaging way.
Learning outcomes	• Apply design thinking principles to real-world observations. • Identify entrepreneurial opportunities in everyday contexts. • Develop critical thinking and creativity through active exploration.
How it works	Set the Theme • Choose a focus area (e.g., sustainable products, disruptive technologies, user-centred design). Create a List of Challenges Students must find and document items or examples that meet specific criteria, such as: ○ A product that solves a problem in a unique way. ○ A business model that demonstrates innovation. ○ A design that prioritises user experience. ○ An example of a failed innovation and why it failed. Engage with the Environment • Students can explore campus, local businesses, online platforms, or innovation hubs. Document Findings • Take photos, short videos, or write brief descriptions. • Reflect on why each example fits the criteria and what insights it offers. Share & Discuss

	• Upload findings to a shared platform (e.g., Padlet, Teams, or LMS discussion board). • Present top discoveries in class and connect them to course concepts.
Resources required	<i>Digital Tools:</i> • Device for capturing photos/videos. • Collaboration platform (Padlet, Teams, Google Drive). <i>Instructions & Criteria Sheet:</i> • Clear guidelines for what to find and how to document. <i>Optional:</i> • Incentives for creativity • Access to local businesses or innovation spaces.
AI considerations	Students can use AI tools such as generative search assistants or idea-exploration chatbots to extend their thinking during the scavenger hunt without replacing their own observations or analysis. AI can help students to: • brainstorm potential examples to hunt for • generate probing questions to guide their field investigation, or • compare different types of innovations they've already identified. Students should avoid copying AI-generated text directly, instead using AI outputs as prompts for deeper inquiry, verifying information through their own research and documenting insights in their own words. By critically evaluating AI suggestions, checking sources, and reflecting on the relevance of each example, students learn to treat AI as an augmentation tool that supports creative exploration while upholding copyright and plagiarism standards.
Assessment	This activity is designed to be formative, developing skills in identifying entrepreneurial activity, and practising design thinking skills.

An example of how this activity has run in a market course can be found in the article [Exploring the marketplace: Scavenger hunts as field-based experiential learning](#) by Schaller, 2020.