

## Sample Storyboard 2

*This sample shows a less visual and more text-based storyboard. It doesn't include any formatting regimes, enabling the multimedia team to cut and paste the content as appropriate. This type of storyboard would suit a team working in close proximity that can easily communicate ideas and requirements. It would also suit a team where the writer or learning designer has limited experience in online development and would be more comfortable concentrating on the content. It may, on the other hand, be a preliminary storyboard which could precede a more complex storyboard like the one shown in Sample 1.*

### Unit: BSBSMB301A Investigate micro business opportunities

#### Element 1: Describe business ideas

Page description	Notes
<p>Interface and entry screen 01 (before post it note selection)</p> <p>Images (left hand side): Six 'post it' notes. Each post it note has one of the following written on it:</p> <ul style="list-style-type: none"> <li>• Investigate opportunities</li> <li>• Develop a proposal</li> <li>• Organise finance</li> <li>• Source information</li> <li>• Comply with regulations</li> <li>• Home</li> </ul> <p>Images (right hand side): Alternating images of five individual faces and introductory text.</p> <p>Welcome to Be Your Own Boss, the Toolbox to help you learn about running a micro business.</p> <p>Select a 'post it' note for an introduction to the topic, then choose 'get started' to begin learning. Or, choose 'to do' from the top menu to see all the topics.</p> <p>If you already have skills, knowledge or experience in setting up a micro business, you can explore the recognition pathway in the top menu.</p>	<p>Images (right hand side): The five alternating faces are five individuals used in the scenarios throughout the Toolbox.</p> <p>The selection of each unit of competence will result in the presentation of a different scenario.</p> <p>Suggested scenarios are:</p> <ul style="list-style-type: none"> <li>• Handy man (male) (unit - investigate business ideas)</li> <li>• Personal trainer (male) (unit - resource requirements)</li> <li>• Walking tours (female) (unit – proposal or regulations)</li> <li>• Beauty therapy (female) (unit - finances)</li> <li>• Nursery business (unit – proposal or regulations)</li> </ul> <p>Backgrounds of persons in above scenarios:</p> <ul style="list-style-type: none"> <li>• Retrenched person (handy man)</li> <li>• Skilled young person – ambitious (personal trainer)</li> <li>• Person wanting to turn hobby into profession (walking tours)</li> <li>• Unemployed person (beauty therapy)</li> <li>• Indigenous Australian (nursery business)</li> </ul> <p>Suggested businesses/people for scenarios:</p> <ul style="list-style-type: none"> <li>• Handyman - ?</li> <li>• Personal trainer, Immortal fitness - Byron</li> <li>• Walking tours, Walk to art – Bernadette</li> <li>• Beauty therapy – suggestion by Rod Cook, ex student</li> <li>• Nursery business – NSW reference group contact</li> </ul>
<p>Interface and entry screen 02 (after 'Investigate opportunities' post it note selected)</p> <p>Image: Photograph of Barry</p> <p>Text: "After being retrenched from my job, I thought long and hard about what to do. I'd been doing some small maintenance jobs around the house, and also for friends, when one of them said, "Thanks Barry, I tried to get a tradie in to do that job, but do you know how hard it is to get someone interested in small jobs? They only want to do the big ones." It got me thinking and I started looking into some <u>business ideas</u> and quickly I realised I needed to <u>identify my market</u> and think about <u>things that might affect the market in the future</u>. There sure was a lot to</p>	<p>The learner is presented with the scenario of Barry, a home handy man who starts thinking about starting his own micro business.</p> <p>The learner can go directly to an element of the unit by selecting an underlined link in the body of the text, or go to a summary page listing all the elements by selecting the 'Get your business started' link.</p>

---

think about! ”

To find out more about investing business opportunities choose [Get your business started](#).

---

### Investigate opportunities (summary page)

Image: generic summary page image

There are some myths that exist about successful businesses such as, ‘They just happened to be in the right place at the right time’, or, ‘They were just lucky’. Usually the reality is much different. Careful investigation, planning, commitment and passion are likely to be just a few of the reasons behind a successful business.

Choose one of the links to find out more.

#### Business ideas

Learn more about micro business ideas and opportunities, different business types, potential customers and the range of skills needed to pursue a business opportunity.

#### Identify market needs

Learn more about using primary and secondary sources of information to research market size, requirements, trends and risk factors.

#### Factors affecting the market

Learn more about factors that might affect your market such as projected changes in population, economic activity, availability of resources and labour and movements in prices.

If you believe you may already have the skills and knowledge associated with investigating micro business opportunities, you can choose the recognition pathway from the menu at the top of this page.

**In this storyboard, the learner chooses ‘Business ideas’**

Image with text – no audio

This page allows a first time user to view and access each of the areas of learning associated with the unit ‘BSBSMB301A: Investigate micro business opportunities’.

Each of the three areas relates to an element of the unit.

The learner can also access an RPL pathway for the unit.

---