

Daylight Savings Time and its Impact on Business

You will be assigned a type of business (grocery store, construction company, etc.). Your task is to examine the impact that Daylight Savings Time might have on that type of business by answering the questions below.

Once you've answered all the questions, you will be creating a persuasive poster aiming to persuade your audience that Daylight Savings Time is either a good or a bad thing for business.

Analysis Questions:

What type of business were you assigned?

Customer Behavior

Studies show that consumer shopping behavior decreases once it is dark out. For this time change, will customers have more or less daylight to shop or use your services before you close?

How might Daylight Savings Time (DST) impact other consumer activities like travel, dining out, or attending events?

How might age, location, or occupation influence how consumers react to DST?

Business Logistics

How might the time change impact your business' productivity or ability to operate?

Will the business use more or less electricity due to the time change?

What potential challenges might you face due to scheduling meetings or deliveries around the time change?

How might your assigned business need to adapt its operating hours or practices around Daylight Savings Time?

Employee Behavior

How might the time change affect employee sleep

and alertness?	
Does DST impact employee creativity, decision-making, or communication in the workplace?	
How might the effects of DST differ across different industries (e.g., healthcare, manufacturing, education)?	
Final Conclusion	
Considering the potential impact on businesses, should we continue observing Daylight Saving Time? Explain.	
Would a permanent standard time or permanent DST be a better solution for businesses? Explain.	

Create a Persuasive Poster!

- Choose one of the following sides
 - Daylight Savings Time is great for business! Let's keep it.
 - Daylight Savings Time is detrimental to businesses. Let's move to a standard time.
- Gather evidence and statistics that support your stance.
- Create a persuasive poster that either:
 - Promotes the benefits of DST
 - Highlights the drawbacks of DST
- Your poster should include the following elements:
 - Catchy, attention-grabbing headline that clearly conveys your message
 - At least two images that visually represent the message and evoke an emotional response
 - Concise and impactful text that reinforces the message and persuades the audience of your stance.
 - Consider using slogans, statistics, or quotes to strengthen your message.
 - Thoughtful, eye-catching design

Example of Poster:

Note: This poster is NOT over the assigned topic. This example is purely designed to show you what the poster could look like with all of the requirements.

