

1. What is design thinking?

Design thinking is problem solving and finding a solution approach that is centered in the needs of a user. Through many observations and qualitative data, one may broaden the context and understanding of the culture where the problems to solve are found. In design thinking, empathic approaches are also essential to help the designer to internalize and associate the problem from the user's perspective. Ideating, prototyping and testing products until they solve the real world user problems are important techniques in design thinking. Because design thinking is there to simplify problems and make it more manageable, if not eliminating it.

2. How has design thinking influenced a product I use?

It is impossible to think that successful products are created without the mechanism of design thinking. Design thinking has significant contributions to the development of products we use in our daily lives. The stages of the design thinking process; understanding the problem(empathizing), idealizing, selecting, prototyping and validating process, are essential in mapping what the problems are, how to solve them and the actions one should take for the final product. Because design thinking involves direct data and structured data that constructs a raw and integrated knowledge of the problems such as understanding it in and out holistically, it is likely that many products that we use are results of design thinking. For example, design thinking on the invention of the first mobile phone may have contributed in understanding and visioning how human life will totally be different when communication and information are enabled to be mobile; where calls, email, GPS locators, the internet, information etc. are in human finger tips.

3. What are the connections between opportunities and planning?

Opportunity and Planning are two important connected elements in entrepreneurship. While opportunity identifies favorable circumstances and searches for unmet needs and market gaps on the one hand, planning strategically, structurally and systematically on the other hand organizes and allocates resources and capabilities that need to be overtaken at each level. Opportunity by itself is not enough. That is why planning to effectively capitalize identified opportunities is essential. Connecting potential areas of innovation recognized and spotted through opportunity and developing a well defined

business model through planning in an entrepreneurship defines the relationship of these two elements.

4. What opportunities have I missed?

One can miss opportunities for many different reasons. First there needs to be a desire for opportunity, therefore an active research, constant awareness, curiosity and instant recognition for any opportunity is activated. Otherwise opportunities will be missed. Fear of failure, fear of risks, inability to decide and lack of resources and incapability are also factors for missed opportunity. In my case the thought of creating a product was missed (as an idea) by the thought of maybe not getting enough resources and technical incapacibilities.

5. Can a successful venture be unethical?

As a rule of the thumb one can say ethical business is a good business. This is because in a short or a long term plan, ethicality produces trust and confidence of consumers on the business venture and therefore enables it to be successful. But on the other hand successful ventures are not always ethical. There are countless successful ventures that are unethically involved in some environmental violation, human right violation and labor exploitative practices. Success is measured by factors such as profitability and revenue growth while ethicality is measured by fairness and honesty.