

## Week 2 Journal Entry

### 1. What is design thinking?

Design thinking was created by two individuals at Stanford University: David Kelly and Tim Brown. This process offers a novel approach to problem-solving, incorporating fresh perspectives that were previously non-existent. Design thinking is widely embraced due to its emphasis on user-centric solutions and the generation of new possibilities. To practice design thinking, one must employ two essential elements: direct observation and qualitative data. After utilizing these tools, individuals strive to identify solutions through ideation, prototyping, and early testing, aiming to maintain cost-effectiveness and replicability in their proposed solutions.

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

Without knowing of design thinking until recently I can think back on how I've used it in the past. For example, smartphones are a product I use that was influenced by design thinking. They have a multitude of uses which range from problem-solving to communication, and entertainment. A smartphone provides the user with new possibilities and points of view on a subject matter. They can tap into thousands of research studies to provide insight into a problem.

### 3. What are the connections between opportunities and planning?

One of the most significant connections between opportunities and planning is that they should be approached systematically. These decisions need to be thoroughly considered and well-structured. Without proper planning, it could potentially lead you down a more challenging path or hinder your ability to deliver the desired quality of the idea or decision. The second connection between opportunities and planning is research. It is a crucial step that allows you to prepare for the hardships and obstacles that may arise during opportunities or in the planning of a product.

### 4. What opportunities have I missed?

When it comes to missed opportunities, one incident springs to mind. My friend and I made a substantial investment in a laser cutter at the time. We utilized it to create various items, mostly through word-of-mouth referrals from friends and co-workers. Initially, I had hoped to launch an online site to enhance its promotion. Unfortunately, it appears that the current market is saturated. While we could still establish an online store, significant upgrades would be required, along with diversifying our product range. Personally, when it comes to online stores, it seems that well-established ones with a broad audience would be preferred over brand-new ones.

### 5. Can a successful venture be unethical?

Yes, a successful venture can be unethical. There is a theory used to explain this called non-consequential theory. According to this theory, the morality of an action depends on factors such as rights and duties. An individual can engage in an unethical act that yields a positive outcome. This falls under normative theories. However, if an individual consistently engages in unethical behavior, it could lead to entirely different consequences.