

Week 2 Journal Entries**1. What is design thinking?**

Design thinking is looking at a problem while coming up with new options or solutions to the problem that have not been attempted before to solve the problem. The use of data, analytics, and observations aid in helping problem solvers problems that really understand what the user needs in order to solve their problem. Design thinking also involves the method of creating prototypes of the solutions so that the problem solvers can see if the solution works or if it needs to be tinkered with to arrive at a desired solution.

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

One product in particular that I can think of that has been influenced by design thinking is my car that I drive. The first Chevy car I renowned had no automatic windows, no unlockable doors from the keys, no aux cord or Bluetooth. Chevy took into consideration the advancement of technology and realized that these were almost essentials consumers like myself wanted in a new vehicle. So, Chevy using analytics designed newer models that had what their users were looking for in the day-to-day vehicle so that the user was satisfied and getting the most out of their vehicle.

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

Opportunities are ideas that can be capitalized based on the need of the market and the resources you have available without overextending yourself or the company.

Opportunities and planning tie into each other because when an opportunity presents itself one can begin a planning phase to initialize what the consumers want/need, the costs, the pros and cons, the length time for bringing the idea to fruition, etc. Planning is necessary to make sure the idea has been well thought out and has a process for it to become achievable and available to the desired consumer market.

**4. What opportunities have I missed?**

Licensing and dealership.

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

A successful venture can indeed be unethical in nature. In a previous class I have taken at ODU, Cyber Ethics, I saw how a coder partnered with a narcotics company that was prescribing patients drugs based on what they inputted on their website. The company had the coder code the website to prescribe one specific drug the company was providing no matter what the user inputted. A young lady was prescribed the drug for depression, although there were better options available, and committed side effects due to the side effects. This shows the unethical nature that the company could care less for their consumers as long as the specific narcotic they were prescribing was being sold.