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## Journal Entry 2

### **What is Design Thinking?**

Whenever the word design is being mentioned, we often think about creativity. We often think to ourselves how we can create something based on a plan we laid? Design thinking follows the same principle. Design thinking is a philosophy or process that helps an individual to solve complex problems creatively. Design thinking focuses on problem solving from a human point of view. In other words, design thinking takes a human centered approach where one focuses on the needs of a customer or user. When we generate ideas by using design thinking, we end up with greater creativity and better solutions because we are coming from a multidisciplinary sense.

### **How has design thinking influenced a product I use?**

In the past, businesses were business centric minded where they would create products and hope it would do well in the market. Today, businesses pay more attention and revolve around the needs of a user or customer. Take an iPhone for example. An iPhone is widely popular and successful because Apple uses design thinking where they make it a priority to find out the needs of their customers. When a business conducts research to find out the needs and the way their customer or user thinks, a business can create or enhance a product based on their findings. By doing this, a product that uses design thinking to their advantage is bound to succeed.

### **What are the connections between opportunities and planning?**

When an entrepreneur generates ideas that they want to act upon, he/she needs both opportunities and planning in order to bring that idea to life. After laying out your ideas and knowing exactly what you want, one must look to the market to see if there are any opportunities to exploit. Once opportunities have been identified, one must plan accordingly. This means that one should draft a plan with the necessary steps they need to take in order to maximize the opportunities they have identified.

### **What opportunities have I missed?**

When I started my resale online business, I missed the opportunity of making faster sales because I did not generate enough customers. I had the ideas on how I want my small business to be, but I did not establish a well-rounded plan. I would often list used items on different social media platforms where I hoped people would come across my items. I did not market my business well enough where different people are aware of my products. I should have created and shared posts about my business, so people could be aware. I also did not engage with my existing customers enough in order to build a relationship.

### **Can a successful venture be unethical?**

To gain maximum profit, some ventures can be unethical where they put their self or company needs over everything. This means that a venture can pay their employees as little as possible in order to generate huge revenues for their business. These companies may not be breaking any laws because they are paying their employees within the legal amount, but this does not make it ethical. Businesses can also be unethical to customers and investors. Raising the price by a substantial amount of a much-wanted product to gain greater revenue can be seen as unethical towards customers.