

Week 2 Journal Entries

1. What is design thinking?

Design thinking is all about envisioning a new way to solve a problem, even though the option may not appear to be available. The world is full of problems, and design thinking helps people find new and creative ways to solve these problems. The design thinking process is designed to hit the ground running. Also, design thinking tends to work out the bugs and issues while it is still new, as this is cheaper than fixing a major problem in the long run.

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

Design thinking has likely been used in many products that we use today, especially new inventions and innovations. UberEats is a service that many of us use in society. It can allow for food to be delivered, especially if we are busy or at work. UberEats wanted the process of getting food to be effortless, and they used design thinking to help achieve higher customer satisfaction from using the service. This product has spread worldwide, and allows people to have more options when it comes to purchasing, which is very good for the economy.

<https://www.design-thinking-association.org/explore-design-thinking-topics/external-links/how-ubereats-team-uses-design-thinking>

3. What are the connections between opportunities and planning?

Opportunities can vary depending on many market factors and societal situations. However, there are always opportunities available, but it is important to be ready for them, and to not be afraid to take them. Usually, opportunities present a narrow window that may close if not taken advantage of. Planning allows us to take better action on the opportunities, and to have structure and order in our actions. Having a plan helps us stay on point, and keep the end goal in mind. Also, having that plan in place allows for new opportunities to surface.

4. What opportunities have I missed?

We all have fallen short at times and missed out on opportunities. This could have been because we were not ready for them, did not have initiative, or those opportunities simply were not meant for us. I remember missing out on job offers, and some new ideas. Opportunity loss is another way we can miss out. This happens when the option we choose may have prevented us from other opportunities if we have chosen the other option(s). Don't count your losses, count your lessons, and use them as a learning tool.

5. Can a successful venture be unethical?

It is most definitely true that successful ventures and companies can have skeletons in their closet as the old saying goes. Ethics refers to the morals of society based on logic and reason. Although something may not be illegal, society may disapprove of it due to their view on ethics, which can cause a negative viewpoint and hurt public relations. An unethical venture does not help to improve society and relations. If a venture is unethical, is it really worth the success if it has caused others to be treated immorally?