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9/16/22

1. What is design thinking? 9/12/22

Design thinking is a process that broadens one's perspective, and helps them to create better solutions to problems of all kinds. It essentially encourages people to look for different routes to the same destination, or at times find a new destination not yet discovered. It teaches people how to unlock critical thinking, investigative elements of the mind. Design thinking helps give multiple ways to approach an issue. It also focusses on the needs of the user, it is important to understand context : culture of stakeholders involved. By using direct observation and qualitative data, you could come with a great story people can empathize with. Ultimately it has given us so many great things and forced people to really explore the creative depths of their mind, all while being a science and an

2. How has design thinking influenced a product I use? 9/12/22

Airbnb hadn't really gotten popular until the early 2020s while it has been around since 2008. They initially started with just 2,500 listings with a few thousand users, now after years of work and using the design thinking process they have over 2 million listings with millions of users active daily, resulting in them now becoming a billion dollar company. Airbnb had sat and thought how could they attract more customers, and make them feel like they matter. They began to empathize with them and started making many changes in how they would operate. They changed the platform of their site and policies and shifted gears all in the right direction resulting in happier customers, and more business. They were one of the earlier companies to make great use of customer insight.

3. What are the connections between opportunities and planning? 9/13/22

Planning relates to a service or products' design, creation, delivery, marketing, support and after service. It also includes a great deal of research and development. Must go over production in detail and make strong decisions as this step is very important, as you want to lower cost structure you want to follow up and meet customer needs. Planning also includes the marketing, sales aspect of along with the customer service portion as well. Opportunities would include not only what the firm would hold for this service or product but what are the current trends in the market. Must also think about what do customers and stakeholders both want. Also figuring out how you got the idea for business, the mission, and vision long term. Ultimately they both go hand in hand even seeming different. Planning and opportunities must be aligned in order for most success, how do you plan benefit customers, financial goals and your own, success, happiness of stakeholders.

4. What opportunities have I missed? 9/15/22

Humans tend to suffer from change blindness which can make it difficult for one to systematically analyze their own environment. This forces people to have to look into the external environment we operate, identify what you truly want to achieve. Personally, as far as what opportunities have missed, I can say quite a few, but each time I learned how or why. And I tend to approach these things differently since then and I think I do a fair job of not missing out too badly.

5. Can a successful venture be unethical? 9/16/22

Well, usually good ethics equals good business. People will want to do business with you and have trust, respect, and confidence in you and your business. Success is in the eye of the beholder, so is morality. A lot of big name clothing brands like Nike, etc. have been caught

violating basic human rights, those of children at that. Events like this are extremely unethical but Nike profited greatly off of this. Other companies have screwed many people over as well in order for financial gain. While if you plan on starting your own business and want it to be around for a good amount of time, being unethical most likely will result in bad business. While some people have short term unethical ventures that give them a quick pay day.