### **“First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination” - Napoleon Hill**

Let take the example of Warby Parker, an American brand of eyeglasses and sunglasses founded in 2010 initiate the project called Buy a pair, Give a pair.Under the project, for each pair of glasses purchased, the company pays for the production of another pair of eyeglasses for the distribution to the needy person.They have collaborated with the non-profit organisation Vision Spring which sells the glasses to the consumer.According to the survey, 2.5 billion people in the world don’t have access to the glasses due to lack of resource.Warby Parker along with the partner companies not only create a great social impact but also increase the productivity by 35% and income by 20%.

The idea generates a great potential impact at every part of the world.Nearly 624 million of people could restore their vision with a pair of glasses.They not also providing the useful resources but also create great job opportunities.It assists men and women with training to examine basic eye test.It provides great vision to the children so that they can focus on the academic purposes.Over 50 % of the people are getting glasses for the very first time.The company has only one mission access to affordable eyewear, everywhere.

Design thinking plays a very vital role in the process of designing a product.The product should be beneficial to all the people but in a sustainable way.During the course, I’m working on the project called Veducate which deals in the education field.It provides free education to all the needy student.It will create considerable efforts at the global level because education plays an important role in human life.