2 Creative companies, Creative product which came to market in the last 3 years and made a global impact.

**Ring Video Doorbell**

Ring is a home security and smart home company that gained prominence for its innovative product, the Ring Video Doorbell. The Ring Video Doorbell is a Wi-Fi-enabled doorbell with an integrated camera, microphone, and speaker system. It allows homeowners to see, hear, and speak to visitors remotely through a smartphone or other devices.

The Ring Video Doorbell has made a global impact by revolutionizing home security and providing users with peace of mind. It enhances the convenience and safety of homes by providing real-time video monitoring and two-way communication with anyone at the front door, even when homeowners are away.

Ring's product has garnered widespread adoption and popularity, helping to redefine the concept of home security and contributing to the growth of the smart home industry.

**Tesla Model 3**

Yes, the Tesla Model 3 can be considered a creative product that has made a significant global impact in the last three years. The Tesla Model 3 is an all-electric sedan produced by Tesla, Inc., an innovative and forward-thinking company known for its cutting-edge electric vehicles.

The Model 3 was first introduced in 2017 and has since gained widespread attention and acclaim for its advanced technology, impressive performance, and long electric range. It has played a crucial role in bringing electric vehicles into the mainstream and has helped revolutionize the automotive industry.

The Model 3's sleek design, superior range compared to many other electric cars, and its affordability (relative to other Tesla models) have made it highly popular among consumers worldwide. Its success has also spurred other automakers to develop their own electric vehicles and invest more in sustainable transportation.

Additionally, Tesla as a company is known for its innovative and creative approach to designing and manufacturing electric vehicles. They have pushed the boundaries of technology, safety, and sustainability in the automotive industry, making them a leading force in the global transition toward electric mobility.

Overall, the Tesla Model 3 is considered a creative product that has had a significant impact on the market, paving the way for the widespread adoption of electric vehicles and contributing to the advancement of sustainable transportation on a global scale.

**Design Thinking**

**Empathize:** The first stage involves understanding the needs and perspectives of the people who are experiencing the problem you want to solve. It requires engaging with users or stakeholders, conducting interviews, and observing their behaviors to gain deep insights into their experiences.

**Define:** In this stage, you synthesize the information gathered during the empathy phase to identify the core problem or challenge. It involves reframing the problem statement based on user needs, desires, and pain points. **The goal is to create a clear and focused problem statement that guides the subsequent stages.**

**Ideate:** This stage encourages generating a **wide range of ideas and potential solutions to address the defined problem. It involves brainstorming sessions, idea generation techniques, and encouraging a free-flowing and non-judgmental environment. The focus is on quantity and diversity of ideas rather than quality at this stage.**

**Prototype:** Once you have a pool of ideas, you move to the prototyping stage. Here, you transform selected ideas into tangible representations or prototypes that can be tested and evaluated. Prototypes can take various forms depending on the context, such as physical models, mock-ups, storyboards, or digital simulations. **The goal is to quickly create low-fidelity prototypes to gather feedback and learn from user interactions**.

**Test:** The final stage involves testing the prototypes with users and gathering feedback to evaluate their effectiveness in solving the identified problem. This stage helps refine and iterate on the design based on user insights. **Feedback is used to make improvements, refine the solution, and identify potential challenges or opportunities for further iterations.**

**Example**

It is important to note that the design thinking process is not necessarily linear, and iterations between stages are common. The process is highly flexible and adaptable, allowing for continuous learning and refinement of ideas.

Certainly! Let's consider the challenge of improving the experience of ordering food from a restaurant using a mobile app. Here's how the design thinking process can be applied:

Empathize: Conduct user research, such as interviews or surveys, to understand the pain points and frustrations that users encounter while ordering food through mobile apps. You might discover issues like complicated navigation, unclear menu descriptions, or difficulties in customizing orders.

Define: Based on the insights gathered, define a problem statement that encapsulates the main challenge. For instance, the problem statement could be "How might we simplify the process of ordering food through a mobile app to enhance user satisfaction and convenience?"

Ideate: Brainstorm ideas with a team to generate potential solutions. Consider ideas like intuitive app interfaces, visual representations of menu items, personalized recommendations, or streamlined checkout processes. Encourage out-of-the-box thinking and aim for a wide range of ideas.

Prototype: Choose a few ideas from the ideation phase and create low-fidelity prototypes. For example, you could design a simplified app interface with clear categories and images of menu items. Additionally, you might create a demo video showcasing how the app would provide personalized recommendations based on user preferences.

Test: Gather a group of potential users and have them interact with the prototypes. Observe their actions, collect feedback, and note any difficulties or positive experiences they encounter. Based on their feedback, refine the prototypes. For example, if users struggle to find specific menu items, consider reorganizing the menu structure or improving the search functionality. If users appreciate the personalized recommendations, explore ways to enhance the recommendation algorithm.

Continue iterating on the prototypes and testing them with users until you have a solution that effectively addresses the initial problem statement. The design thinking process allows you to create a user-centric app that enhances the ordering experience, resulting in higher customer satisfaction and increased app usage.

**how indra nooyi turn design thinking into strategy?**

You say it’s not just about packaging, but a lot of what you’re talking about seems to be that.

It’s much more than packaging. We had to rethink the entire experience, from conception to what’s on the shelf to the postproduct experience. Let’s take Pepsi Spire, our new touchscreen fountain machine. Other companies with dispensing machines have focused on adding a few more buttons and combinations of flavors. Our design guys essentially said that we’re talking about a fundamentally different interaction between consumer and machine. We basically have a gigantic iPad on a futuristic machine that talks to you and invites you to interact with it. It tracks what you buy so that in the future, when you swipe your ID, it reminds you of the flavor combinations you tried last time and suggests new ones. It displays beautiful shots of the product, so when you add lime or cranberry, it actually shows those flavors being added—you experience the infusion of the flavor, as opposed to merely hitting a button and out comes the finished product.