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EMT-678-WS: Big Data Technologies

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**Class 10: Are You Solving the Right Problems**

This paper, unlike most of the others assigned in this class, is concerned with how to optimally arrive at a solution for a problem. However, Thomas Wedell-Wedellsborg takes a more nuanced approach to arrive at that solution. Rather than brute-forcing your way to the solution which address the original problem, he attempts to reframe the problem and find a new dimension to consider it in. His best example lies in that of a business manager who has been getting complaints from his employees about an elevator taking too long. Usually the solution would be to replace the elevator, get a faster motor, get better software to go to the correct floors more quickly etc. Thomas suggests instead that we think about the more core issue of why individuals *feel* that the elevator is taking too long; and the answer is that they’re bored. The solution, instead of taking the shape of a costly elevator upgrade, can be as simple as adding mirrors outside the elevator so people have something to entertain themselves with. Thomas goes on to lay out a useful 7-point plan to implement this method of thinking in a place of business, which I intend on doing in the future.