1. As a team answer the following questions (2 minutes):
   1. Is the shopping cart Ideo developed innovative? Why or why not?

The shopping cart developed by Ideo is indeed innovative. In terms of safety for children, it is unparalleled by anything else in industry. It also has a scanner on it, which could allow for easier checkout, and allow the supermarket to cut costs by making cashiers obsolete.

* 1. Is it a successful product? Why or why not?

While this product is innovative, it cannot be considered a success. The sole reason for this is that they aren’t selling; no member of the group has ever seen one of these carts in a supermarket.

1. As a team identify who were the customers for the new shopping cart (5 minutes)?

The customers for a new shopping cart would be the supermarkets. Actual customers at the supermarket are the end users, but the people at the supermarket do not bring their own shopping carts. These are supplied by the supermarket. The shopping carts are likely decided by corporate members of the supermarket chain, so they would be the customers.

1. What customer needs were identified (2 minutes)?

The main issue with this product is that it never identified its customers’ needs. They never talked to anyone at the supermarket until the product was finished. The needs that they identified were mostly for the end user, which is not the correct way to create a successful product.

1. What was/is the value that the Ideo team added for the customer (2 minutes)?

While this product was never bought by, or tailored to the customers, it did meet some customer needs. For example, it was far safer than its predecessor, therefore limiting lawsuits against the supermarket. Since it was created to please the end user, it would also probably increase shopper satisfaction, which would be a net gain for the supermarket chain.

1. What Product Specifications were mentioned in the video (5 minutes) ?

The cart’s wheels were designed to turn 90 degrees, which would reduce the need to lift the back of the cart when in a tight spot. Bags are hung from hooks on the carts frame, reducing the need for a basket.