

EGN 6642 – Homework 3 : Inside the box

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Innovation through subtraction



The most recent example of innovation by subtraction is: **Amazon Go**. It has removed checkout lines, registers and waiting in long lines from the whole shopping experience, using what it calls “just walk out” technology. Buyers walk into a store in Seattle, pick what they want off a shelf, simply check it into the Amazon app and walk out. The app then detects what items were purchased and charges the customer. This also greatly reduces operational overhead by removing much of the staff require to run a store.

Innovation through multiplication



One of the biggest innovators through multiplication is **Whatsapp**. Ever since its inception as a text messaging platform, it constantly bought in new features like voice messaging, video calling, document sharing, read receipts, status sharing, starred messages. Without really altering its core functionality of messaging, It has multiplied into new types of messaging and sharing, which has in turn been a force multiplier for its astounding growth.

Innovation through Division



The fast food industry in America (KFC, Subway, Wendys, Mcdonalds etc), is a good example of innovation by division. The assembly line technique of processing orders is used in most of these places where the core ingredients of all food items are divided separately into tubs and built to customer specification. This greatly reduces time taken to cater to orders and is specifically an example of Physical Division, aptly giving “Fast food” its name.!