Name: Jiahao Wang

Viewing Report:

**Interesting quotes:**

The best idea otherwise ideas wouldn’t come out that’s right, enlightened trial-and-error succeeds over the planning blown genius enlightened. Enlightened trial-and-error succeeds over the planning of the lone genius if anything sums up ideals approach that is it that the focused chaos that seems to go with it.

**What were the steps of their process?**

On the first day, people set up a project team in the company. When the project team is given the task of remodeling the shopping cart, the first thing they do is to group the project into groups for investigation, interviews, observation, shopping experience participation, and other ways to learn from the user.

The steps of their process:

A team looked at the behaviour of consumers in supermarkets.

A team worked on the shopping wheelbarrow technology;

A team went to the supermarket to consult experts in purchasing and repairing carts;

A team goes to the supermarket to observe the shopping behavior of consumers, observe the supermarket, to know the real needs of consumers, and ask the checkout staff in the supermarket about shopping cart;

A team studied the construction of child seats and baby shopping carts.

Finally, after a preliminary investigation, return to the company for in-depth discussion, and finally put forward three product design goals: children's shopping cart, more effective shopping mode planning, improve safety.

**What parts of their process were surprising?**

I was surprised that each innovation in this case was not a new invention, but a redesign and improvement of existing technology. Ultimately, it can effectively shorten the shopping time for consumers to search and pay, improve the safety of shopping routes and children's comfort.

**Did you disagree with anything they said or did?**

I totally agree with everything they said.

**Any other noteworthy items?**

In this TV show, people say we're really good at an innovative design process, so no matter what the product is, we're just trying to figure out how to use this process to innovate..