

Jonathon Rogers

1/26/2020

Tech 1010

Interview questions with **Amanda Rogers**, who is a **Research and Development Scientist**, at **Zarbee's Naturals**.

1. What role does design thinking play in your job or field?

Being in Research and Development you must be innovative when creating formulations for products.

2. What are challenging aspects of your job?

Competition in the market, safety and regulations, and consumer opinion.

3. What are your favorite parts of your job?

New science is always emerging, which creates opportunity, and making change every day.

4. What would you recommend, in relation to design thinking, to someone going into this field?

Be open to using both inductive and deductive reasoning. When launching a product you have to use inductive reasoning by using consumer reviews to create products that would do better in the market, but also using deductive reasoning by applying scientific facts found through research to make sure products work and follow regulation.

5. How do technological advancements facilitate the creation of products in your field?

In research and development, we rely on studies and literature, as well as social media to help understand what consumers expect.

6. How do you define design thinking?

Design thinking is a newer approach and process used to better understand your end consumer.

7. What phase of design thinking do you think is more difficult in your field?

The Idea process is the hardest. It's determining what would be feasible in relation to formulation, but also tailoring product with what the consumer wants.

8. What is your favorite phase of design thinking?

The defining phase. It's fun trying to figure out how to help people. Figuring out solutions that can be created to help with whatever needs the consumer is experiencing?