

# [Journal taxi services. out of all the the](https://assignbuster.com/journal-taxi-services-out-of-all-the-the/)

[Business](https://assignbuster.com/essay-subjects/business/)

JOURNAL # 2 Malik Waqas KhalilStudent ID: 40010935 Wedevelop new ideas through thinking out side of the box. Doubt is key toCreativity helps an individual to develop new idea and reflects what change wecan make in existing system to maximise the profit? How we can compete our competitors? Till this point I have learned various concepts in this course. We began withthe video “ reigniting creativity in business” I learnt that if we start with doubt on our existing products or serviceswe come up with new ideas.

How many products we have, what change we need inorder to get success in the market. Some time it is necessary to change therule and remove the constraint and thinks for alternatives ways to get success inthe market.  Ifyour organization produces only one type of product do not rely on it, diversifying the products. Try to develop new product and services. Introduce newproduct that is unique and having different feature that’s really results incustomer satisfaction. In short your product or services must be reliable, easyto use or user friendly. If you really want that your organization got success inthe market, make plan in strategic way to implement creativity.

Think what we had, what we want next in order to get success in the market. When you arequestioning to your existing system you can overcome your deficiencies in yourexisting product and you come up with something new. Nextwe were thought about the various feasibilitytests among different product i. e. Black Barry vs. Apple Phone and servicesi. e. Taxi service vs.

Ubber. Some organization have same core product but youcan differentiate your product by adding some feature so people prefer yourproduct and service. Like ubber really affect the traditional taxi services.

Outof all the the concept I learnt through marshmallow challenge. How to collaboratein group, in limited time . I learnt through the video the concept of prototypestest before producing products in large quantities, it can help weather yourproduct is verified. Its gives you different scenarios that what is best? And whatis not? How to refine your product, to produce the final product that meets itsspecification. If you manage and pay attention to your work along withspecialised skill and facilitation skills leads to team success. I can use thisconcept to model my project in future.