

Journal taxi services.
out of all the the

Business



JOURNAL # 2 Malik Waqas Khalil Student ID: 40010935 We develop new ideas through thinking out side of the box. Doubt is key to Creativity helps an individual to develop new idea and reflects what change we can 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 with the video " reigniting creativity in business" I learnt that if we start with doubt on our existing products or services we come up with new ideas.

How many products we have, what change we need in order to get success in the market. Some time it is necessary to change the rule and remove the constraint and think for alternatives ways to get success in the market. If your organization produces only one type of product do not rely on it, diversifying the products. Try to develop new product and services. Introduce new product that is unique and having different feature that's really results in customer satisfaction. In short your product or services must be reliable, easy to use or user friendly. If you really want that your organization got success in the 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 are questioning to your existing system you can overcome your deficiencies in your existing product and you come up with something new. Next we were thought about the various feasibility tests among different product i. e. Black Berry vs. Apple Phone and services i. e. Taxi service vs.

Uber. Some organizations have the same core product but you can differentiate your product by adding some feature so people prefer your product and service. Like Uber really affects the traditional taxi services.

Out of all the concepts I learnt through the marshmallow challenge. How to collaborate in a group, in limited time. I learnt through the video the concept of prototyping before producing products in large quantities, it can help whether your product is verified. It gives you different scenarios that what is best? And what is not? How to refine your product, to produce the final product that meets its specification. If you manage and pay attention to your work along with specialised skill and facilitation skills leads to team success. I can use this concept to model my project in the future.